

# VARIETY

PRICE

15¢

Published Weekly at 114 West 45th St., New York, N. Y., by Variety, Inc. Annual subscription, \$5. Single copies, 15 cents. Entered as second-class matter December 15, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 115 No. 13

NEW YORK, TUESDAY, SEPTEMBER 11, 1934

64 PAGES

## 'CHEER'S' \$1,200,000 AT \$4

### Upton Sinclair's 'Epic' Program Takes In Bands, Film, Legit Layoffs

Washington, Sept. 10.

The State of California will dive into the picture business—but only on behalf of the unemployed—if Upton Sinclair, Socialist and once mouthpiece for William Fox—the former Governor of California next November.

Revealing details of his visionary "Epic" plan for remedying economic troubles, Sinclair last week announced that unemployed actors, artists, musicians and other film workers will find a place in his program of self-help. Idea is to put jobless film employees at work in state-owned studios producing films of various sorts for distribution to unemployment colonies and for showing to other jobless.

Plan, like all of Sinclair's scheme, will not involve, at least in theory, any competition with private enterprises, as the unemployed will be put at work making articles for the use of themselves and other jobless citizens. Will not sell output in regular commercial channels or attempt to engage in interstate business.

Sinclair maintains that his program will not harm existing commercial interests as the unemployed who will benefit are not in a position to be customers of private enterprise. (Continued on page 53)

### Imagine the Shrieks

RKO has banned all female impersonators from its theatres. No reason given.

Order was described as applying generally when the booking office turned down an impersonator last week.

### BAR GIRL RADIO CRICK FROM THEATRES

Chicago, Sept. 10.

Doyle of free speech on pictures frightened the first run theaters of town last week, when the press departments of Babylon & Katz, RKO Palace and the indie State-Lake rescinded the letters of admission to Helen Pritch, picture reviewer on WHLS, local CBS outlet. Cancellation of admission privileges came through the press agents themselves and figured as the press departments' slap at Miss Pritch for alleged mistreatment of pictures.

Companies, in trying to silence the tough notices, claim that they have received aquiescence from the public. Couple of the publicity wags are in the pinnings by Miss Pritch a deep, dark scheme on the part of the radio industry to injure the picture business by keeping people away from films entirely. Others look upon it as another attempt of show biz to stifle bad notices.

## 1-REEL MORALS SERIES FOR KIDS, WITH CLIPS FROM FEATURES, HAYS IDEA

### Steel Pier's \$75,000

#### On 14-Hour Grind

Atlantic City, Sept. 10. Steel Pier broke all its records when they weekend brought a peak Sunday (2) with an attendance of 100,000 for a gross of \$75,000 (76 admits) on the single day.

Vanderbilt bill over the holiday was headed by 'The Goldbergs' from radio. In addition were played three first run films including 'Hells of the 30's' (Mae West).

Pier show ran on a 14-hour grind daily, all for the one admission.

### NEW RECORD AT THAT SCALE

Show Closed to \$21,500

Week; to Go on Road—New Version with Same Talent Coming Back—Refutes Legit Eclipse Theory

PLAYED 40 WEEKS

With a gross of about \$1,200,000, 'As Thousands Cheer' ended its Music Box run Saturday (8), going out on a limited road tour. That Broadway could and did produce such a grosser in depression times is an indisputable record refuting crying towel theories about legit washing up.

Other shows have had bigger total grosses, but under different conditions and with higher ticket scales. Such attractions, were priced at \$2.50 and \$5.00 at the box. (Continued on page 53)

### M. D'ING TOUGHER THAN M. C'ING FOR WESTON

Joe Weston, after a year of M. D'ing, is m. c'ing again. Finding vaude tough, Weston (formerly Weston and Elmer and Weston and Lyons) took up where he had left off in the medical profess, hanging up a shingle in South Coventry, Conn.

But the med profess must be even tougher, for Weston arrived on Broadway last week to launch a vaude return.

### N. Y. Spots Booking Bands on Debbies' Say-So; 'Names' Don't Count with 'Em

#### Phone Calls

Circuit showmen report people are starting to call up exchanges and theatres to find out which pictures are black-listed.

Inference of the conversation is that they want to see the banned films.

Debutantes and socialites as dance band bookers are a new evolution in the smarter spots around New York, and in likewise a harbinger of new dance trends.

From the professional viewpoint it may mark the beginning of the end of the large dance bands; likewise the radio-made 'names.' It will thus create new names—those compact little dance combos comprising peacocks musicians and headed by a personality maestro who knows how to enter in the debbies and their gallants.

The smart, new rooms this fall realize this and the astute maitre and chefs d'oeuvres say that if a hand-picked group of favored patrons approve of any attraction, that's the thing to engage.

#### Stratophers Example

The first big impetus given in the new highly publicized manner in which the Westchester socialites lunch voted Jolly Chorus into the... (Continued on page 53)

### GRID GAME AIR RIGHTS BRING \$6,000

Chicago, Sept. 10.

Dodge Brothers auto distributors here will pay the Chicago Bears, professional football team, \$6,000 as a premium for permission to broadcast the pro games locally. Deal is a precedent in this field and is looked upon in the radio biz as setting a possible general policy on the part of sponsors and athletic organizations.

Broadcasts start on Oct. 7 over WGN, the Chicago Tribune station. Ruthrauff and Ryan locally is the agency.

Understand that with the premium added the show will cost Dodge \$1,375 for the three-hour broadcast weekly, the station getting \$700 for the time and the remainder of the coin going to the Chicago Bears Corporation.

Present instance makes the first of a professional team collecting for the air rights to a game.

### Philly Booking Agcy. For Blind Musicians Splits Backyard Gross

Philadelphia, Sept. 10.

Newest and most unusual scheme yet uncovered here is the one being worked to build up the business of blind street musicians. Police investigation reveals that a central Philly 'booking agency' with offices in nearby Eastern towns manages the affairs of those sightless musicians for a cut of the gross.

Two newsmen and one player, picked up by the local municipal squad, explained that they were brought here from Pittsburgh by the agency. Although good musicians, they prefer working out of this booking office as they are assured of valuable street corners and protection against any meddling-in by rival booters and idlers, they said.

### LION KILLS RING HORSE THEN COMPLETES ACT

Rochester, Sept. 10.

Performing lion in Capt. Scholl's circus at the Rochester Commercial exposition killed the horse he was riding in the ring at the Friday evening performance. He had attempted to injure the animal at the machine performance but was frustrated by the keeper. Believed he was angered at the horse, which had been slipping in the wet floor of the cage.

Dead horse was removed from the arena and the lion then went through remainder of act's routine. (Continued on page 53)

### Vines Out as Tennis Etherizer on NBC at Lawn Ass'n's Request

At the bidding of officials of the U. S. Lawn Tennis Association, NBC yesterday (Monday) withdrew Ellsworth Vines as commentator on the national title matches now being played at Forest Hills, L. I. Vines earlier in the week had been barred by the same officials from the Forest Hills clubhouse. In taking him off the assignment the web made full settlement with the former amateur champ.

Vines several weeks ago wrote a magazine article on tennis which the Association didn't like. Vines turned pro last year.

Handling of the Forest Hills KID's broadcasts is being left to John R. Tunia, sports writer, and Don Wilson of the network's announcing staff.

### Mill Buys Amusement Park To Be Run by Employees

Amsterdam, N. Y., Sept. 10.

Jollyland Park amusement resort for many years, has been purchased by the Mohawk Carpet Mills, Inc., and turned over to the employees as a recreation center. The employees will operate some of the concessions and attend the general public.

### Legit Actress Enters

#### New York Politics

Charlotte Carr, former legit actress, is candidate for the Democratic State Committee for the 19th New York Assembly District. Taken in all of Times Square.

Miss Carr's last show was 'As You Desire Me.' She was also in 'Clash with Showers' and 'Blanche Yank's production of 'Electric.' Carr got into politics in 1932 by going to work for the election of Langdon Park, Townsend House, 'Communist.' She led the fight for that on Broadway, then feeling to stick in politics on her own.

(Continued on page 54)

# MEDICINE IN THE PARLOR

## Chain Income from Time Sales

NBC				
	1934	1933	1932	1931
January .....	\$2,373,923	\$1,969,895	\$2,635,417	\$1,926,869
February .....	2,197,297	1,745,784	2,571,009	1,934,778
March .....	2,479,279	1,997,463	2,864,783	2,164,434
April .....	2,368,110	1,699,177	2,649,093	2,195,930
May .....	2,472,594	1,662,987	2,305,444	2,101,535
June .....	2,182,742	1,512,139	2,061,400	1,831,155
July .....	2,964,630	1,370,993	1,826,423	2,027,975
August .....	1,735,555	1,407,833	1,746,330	1,802,427
Total .....	\$17,668,048	\$13,354,171	\$16,679,410	\$16,206,094

CBS				
	1934	1933	1932	1931
January .....	\$1,405,918	\$941,465	\$1,548,843	\$999,114
February .....	1,307,823	884,977	1,319,414	756,821
March .....	1,554,894	1,016,105	1,436,050	1,110,338
April .....	1,371,501	775,489	1,354,592	1,076,108
May .....	1,258,867	624,296	1,260,944	1,086,353
June .....	926,399	665,000	915,630	1,067,230
July .....	980,590	499,418	991,183	877,666
August .....	906,320	490,434	840,242	774,813
Total .....	\$9,107,822	\$6,740,397	\$8,833,197	\$7,403,520

**August Okay With Both Networks;**  
**NBC, \$1,735,555; CBS, \$605,230**

NBC's billings from time hold up nicely through August, with the month giving that was a gross of \$1,735,555. Figure represents a 23% boost over the takings for the parallel month of 1933 or only 5% under NBC's peak August, which was in '31. Last month's story for Columbia was nothing as bright. With the Don Lee network tossed into the total for the first time, CBS garnered \$605,230, or 14% better than '33 and around 55% less than the August '31 level.

Columbia decided to include the Don Lee organization's takings from bootstrap time because NBC persists in lumping the income from its Pacific division in the monthly gross. Of Columbia's August tally, the Don Lee link was responsible for about \$30,000. Inclusion of the Don Lee figures may be adopted by the web as a regular policy. If so, Columbia's future monthly tallies will be unclear for comparative tabulation purposes. None of the previous monthly totals have taken in Don Lee revenue.

Both national networks should have no difficulty topping their September '33 grosses by a substantial margin. NBC, in particular, might even exceed its record September take, which goes back to 1931. In September '33 NBC did \$647,303, while two years previous it gathered \$1,951,836. CBS, last September, grossed \$647,303 and in '31, the like month, gave it \$847,138.

## KFEQ Electrocution

Kansas City, Sept. 10. Harold F. Watts, 34, chief engineer of radio station KFEQ, at St. Joseph, Mo., was almost instantly killed when his left foot came in contact with a high voltage terminal in the generator room of the transmitting station. Accident occurred at 4 o'clock, just as the station was beginning its daily broadcast. Upon orders from Clarence Koch, manager, the station was silent the rest of the day.

## Coughlin on Coast Ether

Hollywood, Sept. 10. Guy Earl of KNX is going to Detroit to negotiate a deal whereby Father Coughlin's ether apia go on the Hollywood station over leased wire from Detroit. Station asked listeners if they would like to hear the Catholic priest over their home station and for a week the affirmative answer ran up to 700 a day.

## BUT NO VIVID VOCABULARY

**Successors to Kichapoo Indians Have Entry to American Parlors Via Radio but Must Not Offend Good Taste by Overly-Graphic Descriptions of Symptoms**

### SEN KANEY LIST

Chicago, Sept. 10. Now that the great American medicine show has stepped from the back platforms of trucks, the empty stores on Main street, and the Saturday night corner under flickering gas flames, the 'dons' have to watch their language.

Radio made it possible for the medicine shows to enter the family parlor and radio it seems is insisting that the does remember where they are and use parlor language. Expressions too graphic for common usage or offensive to Americans generally must not be employed. Some pretty clinical terms have been heard over the air in the medicine show apia as part of the 'far' campaigns. NBC, for one, doesn't want those offside plays against good taste repeated.

After some four months of operation, the NBC script supervision department, as headed by Sen Kaney, has set up a list of words and phrases which are not deemed suitable for the air. Some 40 words in all are being eliminated in scripts wherever possible as injuring not only the station but reflecting on the advertiser and the agency. Majority apply to radio medicine shows.

There is no hard and fast rule regarding these words as noted by Sen Kaney; there being several instances where the style of the advertising copy makes them permissible. In other cases, words which are completely innocent and innocuous are banned from the air because they are used in connection with other copy which makes them dangerous.

NBC script supervisor has been contacting both agencies and advertisers on these problems and has found both parties willing to listen to reason. The contention is that the use of off-color expression will eventually hurt the entire radio industry and thus harm the potential revenue of the advertiser himself.

Previously the Kaney department has issued several rules regarding competitive copy, which stated that one product was 'better than' or 'more than' or 'the best in the world.'

This list of off-color expressions is an extremely flexible affair and merely points the way NBC is proceeding to keep the advertising copy as free of offensive material as possible.

Being blue-pencilled are such expressions as:

Verboten  
 Pimples  
 Boils  
 Eruptions  
 Itching tortures  
 Scratching  
 Agony  
 Itches  
 Blisters  
 Constipation  
 Elimination  
 Fermentation  
 Putrefaction  
 Souring  
 Sour ridges  
 Decays  
 Diarrhea  
 Gas  
 Infected areas  
 Infection  
 Nauseas  
 Expectant mothers  
 Pregnancy  
 Sores  
 Weiching  
 Bolls  
 Blasted

## Schedule of Activities

The tentative program for the Twelfth Annual Convention of the NAB to be held at Netherland Plaza, Cincinnati, Ohio, September 16, 17, 18 and 19 is as follows:

### SUNDAY, SEPTEMBER 16, 1934

7:00 p. m.

Meeting—NAB Board of Directors.

### MONDAY, SEPTEMBER 17, 1934

10:00 a. m.

Call to Order.  
 Address of Welcome—Hon. Russell M. Wilson, Mayor of Cincinnati, Ohio.

Address of the President, Alfred J. McCoaker.  
 News by Radio—C. C. Dill.  
 Federal Communications Commission—Hampson Gary, Chairman.  
 Broadcast Division, Federal Communications Commission.  
 Radio and Human Liberty—William Ward.  
 Appointment of Committees.  
 Announcements.  
 Adjournment.

2:00 p. m.

Call to Order.  
 A Resume of Code Administration—John Shepard, 3rd, Chairman, Code Authority for Radio Broadcasting Industry.  
 Report of the Managing Director—Philip G. Loucks.  
 Report of Legislative Committee—Henry A. Bollows, Chairman, NAB Legislative Committee.  
 Report of Engineering Committee—Joseph A. Chambers.

3:30 p. m.

Buffet Supper and Smoker given by Cincinnati Radio Stations.

### TUESDAY, SEPTEMBER 18, 1934

10:00 a. m.

Call to Order.  
 The Advertiser Builds a Program—H. J. Quilliam.  
 Report of Commercial Committee—Arthur R. Church.  
 Report of Committee on Cost Accounting—H. K. Carpenter.  
 Report of Tax Committee—R. M. Ekin.

2:00 p. m.

Call to Order.  
 It's Up to You—Col. Thad H. Brown.  
 Radio Advertising and the Federal Trade Commission—Hon. Edwin L. Davis, member Federal Trade Commission, Washington, D. C.  
 Coordinating America's Amusement Industries—Sol A. Rosenblatt.  
 Report of Nominating Committee.  
 Election of Officers.  
 Adjournment.

9:45 p. m.

NAB Annual Banquet.

### WEDNESDAY, SEPTEMBER 19, 1934

10:00 a. m.

Call to Order.  
 Widening Horizons—A Conception of the Opportunities, Responsibilities and Problems of Education by Radio—Fred Willis.  
 Report of Program Committee—Edgar L. Dill.  
 Copyright Division:  
 Report of Oswald F. Schuette, Copyright Advisor of the NAB.  
 Report of J. C. Hostetler, of Baker, Hostetler, Smith and Patterson, Cleveland, Ohio, copyright counsel.  
 Report of I. D. Levy, Treasurer of NAB, Philadelphia, Pa.

2:00 p. m.

Call to Order.  
 Report of Resolutions Committee.  
 Installation of Officers.  
 Adjournment.

## Hershfield Off

Harry Hershfield is off the Hearn program on WOR at the end of first 13 week period. Option not picked up. Program underwent drastic change three weeks ago.

Understood the Julie Bernstein program, 'Hysterical History' on same station will replace Hershfield for Hearn's.

## Wyncoff's Babies on Air

San City, Ia., Sept. 10. Wyncoff's quintuplet babies, one of whom died recently, went on the air today via the NBC network in a special broadcast, a milk company sponsoring their debut.

Town of 6,000 was in a turmoil, with many torn between desire to stick by sets, or gain a vantage point to watch pre-program preparations.

Gagging.  
 Gases.  
 Hawk-up mucus.  
 Phlegm.  
 Phlegm changed matriks.  
 Vile.  
 Keep nostrils as clean as teeth.  
 Liverbile.  
 Nasal secretions.  
 Rashes.  
 Stomach.  
 Sour.  
 Distended.  
 Vomiting.  
 Colic.  
 Colon.  
 Cracked toes.  
 Pus.  
 Infected teeth.  
 Blood.

## 2 Radio Stations Vie To Attract Prep. Star For Local Colleges

Seattle, Sept. 10.

KOMO-KJR proved its civic loyalty last week by aiding the athletic future of the home town's big ahead, the University of Washington.

Bill Vandemay, Lynden, Wash., prep track star, was watering in his choice between the two state colleges, the U. of W. or Washington State College. He high jumps over 4 feet 4 inches, which makes him a desirable inmate for any man's school. Besides track, Bill has another interest—radio technician work.

Washington State College owns a radio station, and offered Bill a job in R—provided Bill joined its student body. The U. of W. owning no radio station, it left him such home.

Then station KEMO-KJR offered Bill a job in their large, modern studio. So Bill's now on their technical staff. He's going in the U. of W.

## Steele Returns Oct. 1

Chicago, Sept. 10. Dick Steele, Boy Reporter, returns to Columbia system on Oct. 1 for a regular five-times-weekly ride for Educator Busset.  
 Merrill Fink will continue as the local performer. The agency is Mitchell-Sample-Hummert here.

## ANALYZES BUILDER-UPPER

Cheer Money vs. Glory Theme Pertly Answered

In its dickering for a warbler to take the place of Annette Hanshaw the Denton & Bowles agency is making it a point to remind candidates that the Maxwell House Show Boat has developed a reputation for making stars. This angle, suggests the agency, should be borne in mind when it comes to the salary question.

One of those receiving the star-making nudge from the agency last week was the booking rep for Jane Froman.

You know what the program has done for Lanny Ross? suggested the Denton & Bowles' spokesman.

It happens that I do,' was the agent's rejoinder, 'but without the benefit of Show Boat Jane Froman is able to get \$3,000 a week from theatres. With his two years on the program the best that Ross could do on Broadway was \$2,500 a week.'

## 10 NEW SHOWS START OCT. 1

NBC has 10 commercials slated for unveiling on a single day. Date is Oct. 1. Bunching will establish a record for the web.

Accounts bringing in new programs on that day are Plough, Vick Chemical, Blue Coal, General Mills and Mollie. In the case of Beechnut Gum, Woodbury Soap, Ivory Soap, Rainton Furine and Folger Coffee the date will mark the resumption of last season's programs.

## Using Mails to Defraud Charge Against Price; Broadcast Over WNEW

Joseph Price, 34, who has been broadcasting for two months over WNEW, New York, and WICC, Bridgeport, was arrested last week by the Federal government charged with using the mails to defraud. He broadcast under the name of the Cosmic Science Church, Inc., of Los Angeles.  
 Two days prior to the arrest WNEW and WICC cancelled the program.



# ANYBODY'S GUESS ON N.A.B.

## N.A.B. Controversial Points

Seven issues that may arise on the convention floor or in committee at Cincinnati were the basis of an interrogation made by Vannoy among a group of broadcast leaders. Comment was solicited on these matters:

1. Do the networks dominate N. A. B.?
2. Should there be a new organization?
3. Should small groups of stations organize for collective and protective bargaining to forestall individual disadvantages in dealing with networks?
4. Do stations oppose the networks setting up as spot representatives?
5. What should be done about ASCAP?
6. Should transcription identification be eliminated?
7. Who should be N. A. B. president?

## 'Some Time to Call Their Own' for NBC Affiliates Starting in 1935

As another gesture toward conciliating its affiliated stations NBC, beginning with the 1935-36 broadcast season, will act aside a specific number of periods which the local stations will be able to call their own. These periods will be blocked off as not available to network advertisers.

Is a single stroke the web figures to overcome critical attack from two different sectors. One will be the education-by-radio element whose claims for special cultural facilities has been in large measure founded on the argument that local stations are swamped with so many network commercials that they are unable to devote any of the choice evening segments to programs of public interest, etc.

Other faction that NBC hopes this move will serve to pacify are the stations themselves. With the foreknowledge that certain evening spots not be requisitioned by the web, the associated outlets will be in a position to impart to this phase of their daily schedule something of a local flavor. At the same time it will allow them to rush in on the full card rate from local or national ad advertisers and make up for some of the difference between this rate and the compensation they get from the network.

**Storer's Idea**  
To the broadcast trade the idea of a network setting aside a definite portion of the schedule for local use is not exactly new. When George Storer embarked on his organization of The American Broadcasting System he let it be known that his contracts with stations would contain a clause guaranteeing the latter at least a half hour of evening time and an hour of afternoon time for strictly local plotting.

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## 1ST KRAFT TABLOID WITH BILL GAXTON

As the introductory tab on its musical comedy series Kraft-Phonix will this Thursday (13) use the score and book of "60 Million Frenchmen." William Gaxton is the only stage name brought in for the initial condensation.

Tab will run 20 minutes with the rest of the program's entertainment dependent on Paul Whiteman and his troupe.

## Greig-Blair Adds 3

Chicago, Sept. 10. Greig-Blair & Wright special rep outfit has added a trio of stations to its list. Latest tugged are WWJ in Detroit, WIP in Philadelphia and WBAL in Baltimore.

Bringing the G-B-W string to 15 stations.

**Nat Lewis on WGN**  
Nat Lewis, one of the oldest local radio advertisers in New York City, started an afternoon series over WGN Sept. 7.

Lewis first used radio advertising in 1904.

## Martin Vs. Martin for Radio Editors' Prez, N. Y. Boys Sidestep

National Radio Editors' Assn., which will hold its convention in Cincinnati synchronously with the N.A.B. conclave, has mailed ballots to all radio editors throughout the nation. If returning \$1 with the ballot, radio editor is automatically a member of association.

Official ballot gives four names, Charles Gilchrist (Chicago News), Norman Seigel (Cleveland Press), Rita Rao (Milwaukee Sentinel), and Orrin Dunlap (New York Times), from which choice of two vice-presidents is to be made. Secretary-treasurer is to be selected from among Alton Cook (New York World-Telegram), Robert Stephan (Cleveland Plain Dealer), T. D. Raper (Columbus Dispatch), and J. L. Stephens (St. Louis Globe). Similarly in pick seven members of executive board, 15 names are given.

The presidency is not a field of choice. Only Darrel V. Martin of the Pittsburgh Post-Gazette is nominated to succeed E. L. Bragdon of the New York Sun. Martin is the incumbent secretary. Ballots were mailed under his signature.

Convention of the National Association of Radio Editors and Writers in Cincinnati Sept. 17 will be without representation from among the New York columnists. Metropolitan bunch have agreed to stay away from the event. They feel that there was no justification for calling the meet at this time and place.

Darrel V. Martin, radio ed of the Pittsburgh Post, sent out the notice of assembly. As secretary of the NAREW he figured that the boys would be interested in tuning in on the doings of the National Association of Broadcasters, which had picked the same town and time for its annual gathering. New York radio eds have a different slant. They don't believe that newspaper readers have any curiosity about strictly trade stuff, and that, although the Cincy get-together might be productive of a good time, there would not be enough material for their columns to justify the swindle sheets.

Last time that the radio editors' association convened was in 1931.

## Dorothy Gihon's Job

Pittsburgh, Sept. 10. Dorothy Gihon, wife of Jack Gihon, program chief at KDKA, has been made radio editor of Hearst's Sun-Telegraph. Formerly with Chicago Daily News for years, she succeeds Jim Maya, who has switched to Gulf Company's radio-building department.

Curious twist is that the Hearst radio station, WCAE, is closest rival of KDKA.

## NOT SURE WHAT MIGHT HAPPEN

Convention in Cincinnati Next Week May Focus Attention on Burn-Up Questions—Delegates Jittery

### PARTY STUFF

By BOB LANDRY

One week before the Cincinnati convention of the National Association of Broadcasters (Sept. 17-19) the delegates aren't sure whether they are going to a fight or a feast. It may be the year of the big showdown or it may be just the biggest three-day entertainment in the history of broadcasting conventions.

It looks like unprecedented efforts will be made to divert the boys to social relaxations on a scale never previously envisaged.

On the other hand, the very calm and quiet and lack of advance excitement as to what will or might happen has some of the guessers expecting fireworks. Highly inflammable matters may refuse to remain safely cooked. Tension between stations and networks is almost pathological. One diagnosis calls

## N.A.B. Presidency

Four names are being mentioned for the N.A.B. presidency the coming year. None are candidates in the sense of seeking the job, but all have their adherents. Listed alphabetically, the maybes are:

Leo Fitzpatrick, WJLB, John McCook, WOR, Alford McCook, WOL, John Shepard, 3rd, Yankee, L. B. Wilson, WCKY.

Understood networks will oppose Fitzpatrick, Shepard or Wilson. Reversely, the indies will oppose McCook, incumbent president, because of WOR's connection with NBC, a semi-official indignity. Also McCook has held the job for two terms and there is sentiment against a third term as contrary to best interests of N.A.B.

for an operation. Another prescribes complete freedom from disturbances so that time may heal the pain.

### Hand Grenades?

If the insurgents' hand grenades start popping, the show on the convention floor will collapse anything but the most carefully arranged outside. In that event this may materialize as the year of the big showdown. Yet a prognostication based on replies received to a questionnaire sent out by Vannoy would indicate that middle-of-the-road policies are likely to be followed. Meaning the boys will be 50% business men, and 50% Omar Khayyam.

Majority sentiment tends to suggest that a secession movement looking to a divorce of independent stations from NAB and the establishment of a second and new broadcasting organization with membership denied to network-owned or controlled stations isn't probable. There is some sentiment in that direction, but the delegates shy away from the split fearing the unknown possibilities of such a move more than the known dissatisfactions of status quo.

### What Wooten Thinks

Hoyle Wooten, president of WREX, Memphis, thinks the solution to network domination lies in a determination by the rank and file delegates not to elect network men to important committees or offices and thereby keep the convention and the organization piloted by the station men themselves. Lew Weiss, of WJLB, Detroit, feels that the networks and stations must learn to co-operate for mutual advantage. He does not regard intra-organiza-

## Radio Code Authority Demands Lowdown on Crazy Crystal Deals

### Madge Kennedy Guest on Beechnut Gum Serial

Beechnut Gum will also use name players for its serial, "Red Dye," on NBC. First of these spotted for the three weekly affair is Madge Kennedy. Deal will have her in on the Oct. 20, 24 and 26 broadcasts.

Account has made a similar guesting arrangement with Alex Dutra, national open golf champ.

Washington, Sept. 10. A sweeping show-down of the broadcasting industry's sincerity toward trade practice provisions of the radio code was invited last week by the broadcast code authority in demanding from every station sworn statements of contractual obligations.

All broadcasters were directed to file immediately statements showing whether they have entered either written or oral agreements to carry Crazy Crystal programs and the terms and conditions of existing contracts. Stations in the first four zones were given until Sept. 15 to produce the requested information, while Far-West stations were allowed an additional five days to submit their statements.

While the summons is expected to stir up a hornet's nest and conceivably will result in flat refusals of various stations to reveal this information, the code authority intends to make the matter a decisive test of its power as well as of the industry's attitude toward code clauses prohibiting cutting of pasted rates.

Reports that chiding on radio cards is spreading throughout the nation in an effort to obtain contracts provoked this drastic order. The code authority feels that a show-down over the observance or violation of the rate provisions is inevitable and has taken the attitude that the sooner the issue is settled the better for the entire industry.

Order is sufficiently broad to serve as a vehicle for several other tests, including determination of its power to command information, and the National Recovery Administration's willingness to support code authorities.

If, as is more or less expected, certain broadcasters defy the code authority order and refuse to submit the information, the recalcitrants will be cited to the NRA as code violators and punitive action will be demanded. Similarly, if statements show that rate-cutting has occurred, stations will be ordered to boost rates or cancel the unfair contracts, with holdouts being certified to the Blue Eagle headquarters for penalties.

### Good Test Cases

Crazy Crystal program was specified. It is understood, because of the reputation this firm has within the industry for driving stout bargains and because the program is broadcast in every part of the nation—by both networks and individual stations, with live talent and recorded programs.

Although confronted with the necessity of checking rate-cutting, the code authority has been victorious in its first fight over the question of observance of trade practice provisions. It was revealed last week. Virtually all of a dozen small broadcasters who for weeks refused to post rate schedules and who defied the code authority have come through following threats from the NRA to fork the Nation and institute legal action.

Forthcoming test will be the first attempt of the code to put its authority to trial and marks the initial move in a campaign to round up code violators who are reported to be gaining confidence because of lax enforcement by the NRA of codes in general.

## Pastor a Showman

Charlotte, N. C., Sept. 10. Rev. M. P. Harp, evangelist, has laid \$1,000 on the line for a series of broadcasts of his sermons over WZCZ, Charlotte, N. C. The preacher set up in Charlotte in the face of considerable opposition. He has erected a temporary wooden tabernacle at a cost of several thousand.

## STORER SHAPES WEB FOR OCT. START

George Storer expects to issue the rate card for his American Broadcasting System by Oct. 1. He has yet to effect a local alliance in two of the more important centers of the basic area. These are Detroit and Cleveland, and as soon as he has straightened out those situations the ABE will be launched as a commercial enterprise. Storer would like to get his rate card out in time to make the terms effective with Oct. 1.

Storer has the seaboard area completely covered. His basic link as new set, taken in Providence (WPRO), Boston (WHDH), Washington (WOL), Philadelphia (WIP), Cincinnati (WPBE), St. Louis, Chicago, Buffalo, Pittsburgh, and Davenport-Des Moines.

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# New York Radio Parade

By Nellie Revell

As advance exploitation for their new 50,000-watt transmitter which goes into operation on Thanksgiving Day, WOR has Tom Lane, music promoter, but contacting mayors of various towns in came to New York and speak to other mayors of country over WOR. Program has mayor of Philadelphia set for first show. Mayor Walmsley of New Orleans is due in to appear also.

## Country-Wide Fashion Show

Arnold Constable goes on CBS coast-to-coast hook-up for one show on Sept. 13 from 2:30 to 4 p. m. Program is a fashion show which will be on 22 stations and be used in 52 stores throughout country. Broadcast will come from fashion show in Arnold Constable's in N. Y. Same gown is to be modeled in each store at same time while announcer talks on gown in N. Y. Charles LeMaistre mebbe as announcer.

## Scripture vs. Securities

ABC has a daily show called "Rich Investors Service" Ernie C. Olsen in the "Service" and broadcasts daily from his office in Wall Street plugging his list sheet for stock market spec. Sundays, however, he broadcasts from his home only this time his show is a religious sermon.

## Col. Patterson's Army

A Salvation Army committee was in conference with an NBC executive about broadcasting the arrival of General Evangeline Booth. The program was okay with NBC but when the committee suggested having the chairman of the committee introduce the General NBC was cold until the radio official asked who the Salvation Army chairman was. He nearly fainted when the Salvationist said it was Colonel Patterson.

## Advertising Agency is Always Right

A woman connected with one of the advertising agencies caused a shake-up in the CBS announcing staff. The madame squawked about the dull similarity of the announcing staff. To please her, Tom Contee, the newest member of the staff took the rap, and two new men, Hal Moore and Del Sharrbutt, were hired. CBS and Contee parted best of friends.

## Scrambled Notes

Worcester (Mass.) Gazette wired for further info on Wallington divorce and remarriage since Mrs. W. was a native of that town and her family had no news of the split. When you hear the Lanny Ross Leg Cabin Inn Ark on that new D&B show over NBC it will be Harry Slater's new outfit with Harry as ghost conductor. Slater leaves for coast to organize band of local talent for use on coast since Lanny can't return to N. Y. for first three weeks of show. Anka Kundin is new addition to Toxy show. Teddy Bergman joins the cast of Life Begins at 4:30 to understudy Lahr who has a bad gam. Ward Wilsons have a baby girl born in the Astoria Sanitarium last Thursday. Frank Graham, sport columnist for the Eve Sun will be in one of the networks next month. Edward Krug of WGB and WKAT, Buffalo, is new announcer at ABC. Maurice Chevalier accompanied Leah Ray to her rehearsal of the Phil Harris show at NBC. Parker Fennelly will be on the Kate Smith Wednesday afternoon show in a mystery comedy script of his writing. Gladys Harburt also on show. She is author of last season legit show "By Your Leave" which starred Dot Glah. Nan Halperin, vaude headliner, will guest star on the Ben Selvin show at WOR on Sept. 14. Height of fertility: Leon Belasco tutoring George Givot on how to pronounce long words. Mark Warnow supplies the music for the Byrd shows though he gets no billing. Grace Hayes been removed on NBC.

## Auditioning

"The Making of Montagues" conceived by Peter Van Steeden, written by Al Miller. As auditioned was for a half hour spot at NBC. "New idea" of show has all dialog in rhyme. Cast of Mary McCoy, Don Simmons, Bustace Wylie and Smart Set Quartet once known as "Rondells". Crumit and Henderson auditioned for Bond Bread at NBC. Kay Swift, Ed Heyman and Ray Heatherton auditioned for NBC. Kay Swift is frau of James Warburg of Bank of Manhattan Co. Under alias of Kay Swift and Paul James they wrote tunes for "Fine and Dandy" and "Garwick Galetier". Howard Levey directed the skit. Fred Burns and Allen show as auditioned calls for Burns and Allen, Bobby Dolan, Kings Glueds and three gal voices, dramatic actors and all at CBS. Robert Maxwell, Dick Lohert and organ, Kelvin Keech and Mildred Lane at NBC. Lebert and organ only music on show. Post Primes at Columbia.

CBS "School of Air" will return in October as soon as commercials are all set. Program calls for four shows a week, large cast and large budget. So far 50,000 schools through U. S. A. and Canada have asked for literature. Teacher frame studies around these broadcasts. John McCormack, once program manager of WINS, to Cincinnati as production and program man at WKRC. Belle Baker sails for London on Sept. 15 to begin a limited engagement at the Palladium on Oct. 1. Her first professional appearance ever there. Donald Kovic and Frank Luther entertain bunch at rehearsals by playing piano. Judy Dedericks was an Eastern Air Transport hostess. When the mail contracts were cancelled she was fired. Now working for ABC and has charge of fan mail. A fall shuffling of offices at NBC will have the program, sales and literary desks being shifted with a resulting mess of confusion. To add to the furor all the inside phone numbers will be changed. Betty Finley, secretary to Ralph Wonders of CBS is vacationing. Lambs Club lining up talent for a show on air with a sponsor. The talent is to be gratis with money derived going to the Lambs Club morgue. I. I. Fox interested in show. Van Voorhees, Hugh Conrad and Cal York of CBS are one and the same man. NBC is having difficulties trying to sell the English Gilbert and Sullivan version for the Sunday spot vacated by "Goin' to Town". They're tough businessmen.

## Gossip

Paul Dunton, NBC production man, will write and act in the musical show that Mollie will present in October. On the passenger list of the doomed "Norro Castle" was a Charles O'Connor. NBC was swamped with phone calls asking if it was the announcer. It wasn't. Myrt and Marge left tight at home these days. They are vaudeville in Phila with Ray Hoche, Tom Post and Richard Earle rounding out their cast. Horacio Zito of the Waldorf is a native of Montevideo, Uruguay, and only native of that country on airwaves. Jackie Heller in town over the weekend to see the Mel Lewis battle. Ed Lewry returns to vaudeville on the 28th. Ted Black will return to Cafe Loyal with a ABE wife. His Frau Arline Black also returned to ABE staff. Florence Britton of CBS dramatics came to radio via movies and stock. On the coast she worked for Ronald Colman pictures, then East to jobs in "The Lake" and "Shining Hour" and so to stock in Maine where Courtney Savage saw her work and auditioned her for radio. NEM is picking up Guy Lombardo out from round country while Guy is touring. Eventually he will root in Philadelphia and go on the network from there.

## Stand By

Pages at NBC have been supplied with info about the 11 tour of Radio Center. To be used in selling the tour. "Dink" Parks of music division at NBC will be doing his vacation. Wife is not of radio and comes from Englewood, N. J. Diana Mackinnon is new blues singer at

# Sponsors-Agencies

Richfield Oil account moves to Fletcher Ellis agency, New York, from Goyer-Cornell.

Charles Bloom (pillows) is a radio advertiser - to be. Albert Frank-Gauthier Law agency, New York, handling.

LaLonde (antiseptic) account now with J. M. Mathes agency, New York.

Pontiac automobiles now agency by the Detroit firm of MacManus, John & Adams.

Cambell-Bonford agency, Cleveland, has designated Earl Cook as overseer of its radio activities.

A. J. Knoch (Lashbrook) of St. Paul is radio-minded. Chicago office of Reinke-Rhie-Younggreen-Finn agency in charge.

Penn Tobacco is active in several directions on behalf of Kentucky Winners cigarette. Rutheiff & Ryan agency, New York.

Jack Davidson's title at Young & Rubicam agency is general manager of the radio department, but William R. Stuhler retains his position as No. 1 man on all things pertaining to broadcasting in the agency.

Bromo Seltzer last week listened to Greta Keller.

Bresco-Waeljen agency, New York, reported tending to embark some of its patent medicine accounts on radio ventures.

Ne-Kamel is sponsoring a series over WOR, Newark, Mondays and Fridays at 10 p. m. Uses Frank and Flo Cronin.

Snell Laboratory has Doctor Haeccer spelling daily at 4:45 p. m. over WOR, Newark.

Welsh Grape Juice program three times weekly with NBC, starring Irene Rich, changes time to 3 to 3:15 p. m. EST on Oct. 6. WIAM, Rochester, will be added to the list of stations already broadcasting the program.

# Was Works

Oxley goes on the ether shortly with a number of five-minute platters. Will be spread through the eastern territory as a starter, beginning around Oct. 1.

Account handled through the Blackett-Snappe-Hammert agency, Chicago.

Central Show company is extending its program of "Robin Hood" adventure stories through some 15 stations nationally as its distribution spreads.

Hitting for two 15-minute programs weekly on platters through the Jim Duckert agency of St. Louis.

Philes is turning out through WOR 23 quarter-hour musical recordings for handbilling by local dealers. Soliciting of the local districts will be left to the stations. Disc series will be shipped to around 200 stations.

Nujol goes spot broadcasting as soon as it has completed a dramatic disc series. Stencils will be broadcast for 13 weeks at the rate of three a week. McCann-Erickson agency is working on the station list. Program will be tagged "Nujol Clinic of the Air".

WOR. Came from coast where she sang for both chains. Paul Douglas of CBS announcing staff is a divorcee. 4 Royal Yorkers will not return from night-clubbing in London until Oct. 2. Larry Harding of CBS announcers is vacationing in Washington, D. C., for one week. Reva Jiles out of the hospital after a serious operation. She will be in town shortly. ABE casualties include Betty Goss, pianist, who while returning from vacation on Lake Erie steamer was thrown from bunk during a storm and had a head shock. Herbie Glenn of dress dept has a bad gam. John Hewitt emceeing at NHT was first to do plays on television. For two years staged them on WKAT. Now in addition to acting on Palmolive show he goes to WTC, Hartford, for "Pottier Inter-ludes". Phil Carlin back at his desk after a week's illness. Tiny Tarpley of Herald Trib staff and Tampa (Fla.) Times has joined staff of Dave Cason, press man at WOR. Paulson Dawson, NBC hostess, did a small commercial spot on the last Fred Allen show. Two hours after she got the job the Cleveland office of NBC was tuning in to listen to her as "his home station". Howard Wiley of NBC production will wed in three weeks. Ray in Philly grand opera singer, and prodigy of Leopold Stokowski. Ralph Cowan's son Stanley may soon be doing business with his dad. He was trying to sell a hand-feeding cream to Ed Wolfe for radio.

# Radio Chatter

## Hawaii

Harry Owens and his Royal Hawaiians will go on the air at KGU for an NBC spot to be broadcast for the next four months over this station. Jim Wahl will announce this 10-minute show each week.

Mutual Telephone Co. here are using Eb and Bob transcriptions, which are very popular here.

Fred Hart, new owner and manager of KGHM, getting new programs lined up. This station operates continuously now.

Japanese and Chinese programs are taking the better hour spots here, with the Chinese, at KGU, taking Sunday afternoon, and Japanese on KGHM.

## New York

Mrs. Chasline McDonald, NBC's only female announcer, has returned to the NBC network after a two-week vacation in the mountains of New Hampshire. During her absence, Charles O'Connor, who signs on and signs off the Woman's Radio Hour, handled the announcing for entire program.

On his vacation, Tom Lewis, WGY announcer-actor-author, spent some time mixing with the theatrical and literary crowd down Connecticut way. Alone automobilized to Cape Cod with members of the Lewis family.

Harold Sanford, musical director of "Two Beats in the Balcony", an afternoon NBC red network musical, had a birthday last week, with the announcer bespeaking greetings over the air, from the cat. Henry M. Nooley, The Old Shepherd, and an associate of Sanford, still away from the m.c.'s job.

Middle Diamond, WGY coloratura soprano, has sung in Shubert productions and made other stage and club appearances. Also has broadcast from stations in New York City.

Emerson Markham, director of WGY agricultural program, is back at the mike after a vacation, during which Bob Crain substituted for him.

Am O. Coggeshall, production program director of WGY, announcing Saturday morning shot of The Banjoists (Don and Lee Stinson) fired over the NBC red loop, "Coggle" took regular turns at the amplifier in the early days of WGY.

Annette McCullough, WGY pop singer, has been in for local broadcasts and a program piped to the NBC red circuit, after an illness. In addition to radio work, Miss McCullough is in a N. Y. State detention.

When the moon comes over the mountain Kate Smith will be looking at it from a Park avenue apartment. Ebbelstein anemism has been a swanky "dig in".

Charles Carlin wins up a three-year connection with CBS Sept. 17. Joe Orlando now warbling with the Don Paul band.

Easy Aces are substituting apt. of Walter Myers, the agent, now on Coast.

Changes in the hotel's management cancelled Jack Donny's sponsoring at the Rectoria on Thursday (5).

Andy of Amos 'n' Andy made it champagne for the ship news boys on his arrival from Europe last Friday (7).

Fed Fletcher, WOR Lonely Cow-boy, playing theatre dates in New Jersey.

Vaughn de Leath, who dates back to 1919 in radio and is one of the handful of ground floorers among those still broadcasting, will throw a big birthday party.

Three Marshalls auditioning for NBC sponsor.

Michael, 17-year-old piano accordionist, who has broadcast with Vallee and others, worked last week on "Six Breaks", NBC "new talent" program.

Mildred Bailey starts for Vicks Oct. 1 on the NBC (WJZ) net. Singer will do three-a-week.

## Delaware

Richard Herrer and Virginia Randolph Kelly, both WDEL soloists, have been armed in lately.

None of the transmission operators for WDEL or WJLM ever sang.

Charles Hackett, WDEL soprano on Local News, will return to the airways soon after a prolonged summer lay-off. Hackett is City Editor of the Delaware Sunday Star.

Smil Tomman and Katharine Dettling, both formerly connected with WDEL, were married recently in Hampton, Va.

Jack Paris, WDEL control man, is confined to a nurse's home in Philadelphia during practically all of his hours of duty.

White dolls won't tell till first of year. Ruth Aulenbach, WDEL secretary, and her hubby-to-be have already picked an apartment in New York.

Via Caille, organist for WDEL, composed and played his own wedding march.

A 13-hour Sunday operating schedule will go into effect for WDEL Sept. 16.

## Illinois

Bob Becker, Reed Myers and Nate Pumphrey back from a fishing trip in Wisconsin.

Jessie Lang to St. Louis to visit with her mother for a few days.

Bob Kaufman on a trip to Milwaukee.

Billy Shively back to CBS from New York.

Frank Metton on the Armour hour as second guest during Phil Baker's absence.

Howard Williams to Hollywood the end of September.

Dorothy Page to join the Jan Garber program.

Jackie Heller to New York for a week.

Ruth Seaton engaged to be married.

WHDF, Rock Island, has added a "Kate Smith" to its staff, Mrs. Bill Lillegren, patterned both in figure and voice as in Kate, doing a Wednesday night (7) song period with Tommy Oit, studio pianist, formerly of WLW, accompanying.

## California

George Fisher is handling the Don Cave act at Del Mar for the KFWB remote.

KFWB and Safeway Stores teamed a party for 1,000 orphans with Joe S. Brown, panicking the kiddies.

Terry Le Francant finds time to act in Spanish film versions at Warner, warble over KFWB and appear soloist with Jimmy Greer in the "Big Red".

George Fischer is announcing the KFWB remote of Don Cave's act at Santa Monica.

Guy East sitting from office to office to plug the vacans gaps.

Every station getting its share of the political bite.

Jimmy Allen disc serial goes over KKK for Richmond OH. Don set by Pat Campbell for World Broadcasting.

Chir Anderson, NBC traffic manager at Princeton, and Bill Andrews, chief Barker, are in L.A. on vacation.

Richford Reporter, for three years KFI news lepper, has been cited by dailies since changing over to commenting.

Russ Colombo is happier now that he has a Friday night spot on KHC.

Dr. George Lebling, concert pianist, who has been on KFI, now has a sustainer on KMTT, Hollywood.

Edith Cole, who has played solo in several western pictures, goes to KMTT for a twice-a-week torch program.

Phil Regan and Olive Jones, late of the Central Park Casino, were dubbed as guests on the KFWB Hinks Sunday (8).

John Henry, KFWB announcer, took Joe B. Brown's rib seriously and is now using his rib handle, Owen Camp.

Luke Ched of the Chinese Art Theatre headed an Oriental program on the Family Circle KFWB airer. John Shallow back from a pleasant vacation.

## New England

Nate Tule of Rutheiff & Ryan ad agency now regular announcer, substituting Fred Hoey on Boston his league baseball broadcasts. He pitch hit when WNAC announcer died during vacation and has continued on in his place.

Boston Globe is using five-minute (Continued on page 43)



# BODY-AND-SOUL MORTGAGES

## Stations Kidding Talent

Stations, especially around New York, have argued that the opportunity to be heard was ample compensation for talent. Hence the multitude of turns broadcasting hopefully for nothing.

Among these turns are acts without a chance of landing a sponsor. If it flatters them to be on the air or helps their prestige or money chances elsewhere, this may be okay. But they shouldn't kid themselves or be kidded.

Stations in the end will have to pay for talent. Because in the end there will be no room or excuse for talent not good enough to deserve being paid. Time-billers will be left to the 160-variables where anything is preferable to a steady diet of phonograph records.

There's a good deal of bunk about the 'opportunity to be heard'. Rather questionable if many important people have much spare time for listening to programs on second and third string stations in New York or elsewhere. If anything, talent on small out-of-town stations has a better chance for broadcasting growth. In such instances the salesmen are really out trying to peddle them commercially.

It gets down to a question of money to live on. Girl singer fainting in front of the microphone from malnutrition makes unwholesome reading. And not an occasional or exceptional as it may sound. Reputable agents compelled to give up 50% commission to a station stands to pay that plus theatrical agent, booker, or advertising agency fees on anything materializing outside the station. And after paying for his own orchestrations the maestro might just as well be traveling with a tent show. All in the name of radio opportunity.

Program directors or others trying to make a showing at the expense of talent are piling up future trouble. It isn't in the heaven that the kidding of talent whether by glib persuasion or blunt ultimatum can continue indefinitely. Swelling chorus of complaints must finally reach a crisis.

Broadcasting was very lucky to get its MKA code through with the least consideration question left wide open. Stations might well weigh the eternal economic wisdom of not providing the performers with such swell evidence for affidavits. These abuses may come home to roost.

## Dodge Auto Bankrolls \$1,375 Program on WLW With Joe Marks M.C.

Cincinnati, Sept. 10.  
Ruthrauff and Hyman agency, Chicago, has set the Dodge Brothers auto account on the \$100,000-watt WLW for a 13-week 30-minute series starting Sept. 23.  
It will be a \$1,375 show, having a 25-piece orchestra, the Palace Hotel band, John Barker, Oklahoma Jack Albright, a male quartet, and Joe Marks, the veteran vaudeville act, as m.c. Regarded as one of most pretentious shows ever booked on a regional station.

## NBC DENIES HOLBROOK UNION TIES OUSIOUS

Holbrook was given last week by NBC to John Holbrook and Ted Jewett, both of the announcing staff. Jew denied that Holbrook's exit was the result of union activity. Also that both cases had any political ramifications.  
Holbrook was brought down from WBS, Boston, two years ago, after he had won the Academy of Something or Other award.

## Andy Selkirk's Suicide

Chicago, Sept. 10.  
Andrew Selkirk, radio musician and program builder, shot and killed himself in Chicago Sept. 7. He was formerly in partnership with Bob White.  
Mrs. Selkirk is an instructor at the Abbott Lansing School and also a dancer at the World's Fair.

## Jolly Coburn on NBC

Jolly Coburn's band will do a Sunday evening quarter hour over NBC's blue (WJZ) Ink starting Oct. 7.  
Unit makes its debut two days before at the Stratophere club, Newark, N.J., on the 4th floor of the RCA building. Group is reputed popular with heavily debauched in Westchester, and Lower Island.

## DIANA BOURBON HAS CAMPBELL SOUP JOB

Philadelphia, Sept. 10.  
F. Wallis Armstrong agency has retained Diana Bourbon, British writer who has done fiction and scenario work on both sides of the Atlantic, to replace J. P. McEvoy, resigned, as author of the scripts for Campbell Soup's 'Hollywood Hotel' series, which starts on CBS Oct. 6. The highly publicity minded agency took the writer's English origin as cause to announce that she had been especially imported from London for the campaign's show.  
Agency auditioned three of her scripts last Tuesday (4). She will make Hollywood her base of operations. Miss Bourbon wrote scenarios for British-Gaumont and has made several stage appearances in London. She had a story, 'Atlantic Adventure', in the September issue of Cosmopolitan.

Anticipated difficulty of Louella Parsons to inveigle picture guests gratis have not yet materialized. Tagged for the first two shows are Claudette Colbert, Warren Williams, Ronald Colman, Dolores Del Rio, Edmund Lowe and Gloria Swanson.

## PHILADELPHIA MUST HAVE STEADY MUSIC

Philadelphia, Sept. 10.  
First step of the new season being taken by the Musician's Union to enforce compulsory studio bands was instituted last week. Romeo Celli, local union head delivered the ultimatum that all stations must comply with later regulations or else. Victory, during the summer, over WCAU on the house band situation presaged an early clean sweep of the town's remaining studios.  
Present opposition is from the Gimbel Store outlet, WIP, whose newly gathered large personnel overhead has given the station a knotty problem. Complaint is that WIP's new connection with the Store network will leave little head time available for Philly sustainer.  
Union rating places WIP in a Class B category, requiring an eight-man full time band.

## AIR ACTS CHAMP CHISLER CHUMPS

Stalling Mgr. Element Ties Up Artists and Seldom Delivers—Show Up Only When Commish Is in Sight—Acts at Burglar-Proof Contracts' Mercy

### 50% TAP

'Why did I sign that contract?' has become the radio blues.  
Those singing the sad chant are the artists and the contracts they sue are mortgages on their future earnings given to business managers. Their career pilots go into long silences during which the performers never hear from or of them. Then at the first hint or rumor that the artist has a commercial manager hops up, either claiming credit for the prospective sponsorship or, if that is too raw, reminding them from the reputable minority of managers who actually perform some service and advance the careers of those they represent.  
Oddly enough the reputable managers are generally quite willing to release anybody that's dissatisfied or for whom the manager seems unable to make any progress. But the chiseling, stalling, do-nothing managers do everything short of calling out the militia to hold artists to blanket commitments.

Confusion  
Stage people are amazed at the pretty consistent bad business judgment of radio performers, but no doubt this arises from confusion of the artist in the strange, rammer-ricer, angle-playing broadcasting armament. Beginners in radio hear all sorts of stories. Stories they cannot confirm. Whispers of favoritism, of needing the right connections, of pull counting more than merit. Which makes them ripe for the glib chisellers.  
If the stalling managers devoted as much salesmanship afterwards as they devote in advance to getting a promising-looking artist to sign one of the body-and-soul mortgages they might actually earn the commissions they never fail to claim. But that's not part of their philosophy. One lawyer-manager has openly declared his policy is to sit and wait for the buyer of talent to come to him rather than make any effort to peddle talent.  
It seems hard to believe, but many radio artists give up 50% of their incomes. Minimum radio commission runs to 20% for the manager or agent alone. Broadway regards

## Philly Talent, Long Peanut-Fed, Sees Gradual Ending of Free Sustainers

### Network Premieres (THIS WEEK)

Sept. 10, Voice of Experience, (Waxey Products, WABC, 11 noon).  
Sept. 11, Whispering Jack Smith, (Ironwood Talent, WABC, 7:30 p.m.).  
Sept. 12, Eddie Dorsey, football, (Shell Oil, WABC, 5:30 p.m.).  
Sept. 13, Rosy Revue, (Fletcher's Cantor, WABC, 8 p.m.).  
Sept. 14, John B. Kennedy, Frank Black's ore, (RCA Radiotron, WBS, 9 p.m.).  
Sept. 15, Lois Bennett, Conrad Thibault, Jack and Loretta Clowack, Don Voorhees ore, (Ivory Soap, WEA, 9:30 p.m.).  
Sept. 16, Don Mario Alvarez, Harry Daniele ore, (Maybelline, WEA, 9:30 p.m.).  
Sept. 17, Big Ben Dramas, Arthur Allen, Parker Penney, (Westco, WEA, 4:45 p.m.).  
Sept. 17, Edwin C. Hill, (Waxey Products, WABC, 8:15 p.m.).

Philadelphia, Sept. 10.

Philadelphia stations are faced with the most unusual situation in local radio in years—more and better stations, and no talent.

With the advent of KYW, the certain merger of WLIT and WFL, the increased power of WFRN on a new advantageous frequency, the control of WIP bought from the Leveys by the Gimbel department store, and coming importance of WCAU as a Columbia network key outlet, local talent finds itself in the delivery's seat for the first time in Philly history. Studios have consistently adhered to the policy of free sustaining programs, since a fertile talent field made immediate replacement of disgruntled broadcast cases possible. However, with many local acts migrating to New York and other cities and two stations already signifying an intention to try all their own talent, it is expected that Philly performers may find the end of the long road in sight at last.

At WCAU it is reported that this studio will bear much of the burden of Columbia's build-up for day-time shows, and will have scheduled four one-hour chain programs weekly. As a means of averting talent desertions, WCAU is signing all acts to long-term contracts with the studio's Artists Bureau, planning to book the larger percentage of this talent in Philly night clubs and thus compensate for gratis program work. In line with this WCAU search for artists is focusing upon comedy gals and gigolo gents for personal appearance work. Many of this studio's headlining performers are no prior names either left the city or are destined for other fields.  
Impetus toward paying sustainers was evidently caused by KYW's impending arrival. Belief is that the Westinghouse station will maintain the Chicago talent rules to possibly capture dissatisfied acts of other stations. Although much has been done by Westinghouse to survey the Philadelphia sector, an agreement has been made to line up any prospective entertainers and little thought has been given to future talent handclamps. In the event that NBC controls program operations, the New York office is said to expect no aid from their local outlets since these stations are programmed poorly.

WFL-WLIT to Spend?  
Local artists, originally viewing KYW as their silent hope, have turned more direct attention upon the rumored merger of WFL-WLIT. Talk here is that the two stations, when made into one, will be lifted from department store control. Guiding the destiny in this connection is Samuel Rosenbaum, representing Alfred M. Greenfield, who mortgage-controls WLIT and the Lat store. Rosenbaum has been heard to express the necessity for qualified operation as the only means of the dual-studio's successfully competing with the town's more powerful outlets, adding that good air presentations, aside from chain offerings, will be built and paid for.

Also in the department store-owner class is WIP, lately boosting the program budget to bursting. This studio may be among the first to recognize the demands of artists.

Although general ether competition will be keener in Philly this fall than ever before, the singular upswing of feeling and the turn towards a more cosmopolitan handling of radio may bring out responses, who hitherto have reined their broadcast activities in other places. Bigger and more profitable commercial acts expected and the talent should share the crying after having so long.

Burt Fick, of piano firm of Nip and Tuck, KSWR, Los Angeles, acts, will be accompanied for Dick Powell on Campbell soup piano.

## ALEXANDER QUILTS AT WMCA

A. L. Alexander, resigned as chief announcer of WMCA, New York, Saturday (8). He was the oldest announcer in point of continuous service on any New York station, having been with WMCA 10 years, and right through the several changes of regime at this station. Alexander's departure removes the last of those at WMCA predating the George Storor administration. Personnel set-up of the WMCA-APB network at present is dominated by alumni of the Columbia network. These include Karl Kipke, Bert McMurtrie, Philip Whitten, John Quayle, Eec Marshall, Geraldine Garrett, Jerry Moore, and Les Quailley. Two other ex-CBS men, Jack Ricker and Herb Glover were with ARB temporarily, but didn't stick. Frank Knight, who succeeded Alexander, is also from CBS.  
Resignation of Alexander caused some surprise, as George Storor had previously issued orders that he be undisturbed.

10% as high and considers 5% nominal.

While the 'services' they perform are largely imaginary, the chisel boys have two specific talents: (a) Enough intuition or judgment to recognize or guess concern; (b) draw up a watertight, rustproof, tornado-proof, burglar proof, and wiggle-proof contract.

## CBS Declines to Ask Its Performers To Aid Nick Kenny's Pet Kiddies

Nick Kenny, the New York Mirror's radio columnist, is pestered at Columbia because the web what help him buy radio sets for his 'pet little kiddies'. Latter are not Kenny's own but the tots who enjoy his beneficence from the security he feels for making Warner Bros. shorts. In these shorts Uncle Nick has spike artists contributing their services gratis.  
CBS told Kenny last week that it didn't like the radio idea and it wouldn't ask any of its acts to appear with him before a camera and recording him under such arrangement. Kenny avowed that he was getting tired of digging into his own

pockets for the wherewithal to equip his 'pet little kiddies' with receiving contraptions and that he thought Columbia ought to do a little co-operating with him in that direction. NBC, he said, was not so much in lending him support for his shorts.  
One of the CBS names that Uncle Nick sought for co-starring, with him in the latest of his film series was Kate Smith. Along with the web Ted Collins, her manager, horsebought the columnist, but stated that even though the guests there was out he would be glad to buy Kenny some sets, but Kenny turned down the offer.

# RADIO SHOWMASTERS

(Program-Building and Merchandising)

## Outstanding Stunts

CLASS ROOM SERVICE  
WLW, Cincinnati

BARKERS' CONTEST  
WTCH, Minneapolis

WLW's School Service

night about 9:30 was a robin. The announcer caught folks coming out of the theatre and in a jovial mood. Invited to say a few words, they joked and carried on as long as the announcer would allow them. So there would be no stalling or dead time on the air the announcer had a fixed act of questions. Here are a few of them: Are you any better financially than you were last year? Have you more clothes than last year? Do you work because you have to or is it just an excuse? Who is most popular woman in America today in your opinion? How many words can you name beginning with the letter "R" in a minute?

Older folks were inclined to be serious and the announcer sought out the younger couples because in his life. He got them.

C. of C. Meeting Akron.

Akron Chamber of Commerce is getting set to sponsor a series of radio programs bringing to the nation's capital from 20 small cities and towns in the vicinity of Akron. The programs will be sent over WLW and WABC. Hours to be decided and starting date will be about October 1. There will be a brief talk on the history and commercial and industrial activities of the towns and a musical program.

Invitations have been sent to a score of nearby small towns by executives of the Chamber of Commerce.

Lum and Abner's Rag

New York.  
Lum and Abner team (Horlick) are the authors and subject matter of a comedy four page giveway called "Thin Ridge Now" which is rather exceptional on the merit side and starting to make a name for itself.

Of chief value are the photographs of the pair in rural make-up. Those poses are amusing and suggest that the boys have a pantomime talent. It's likely to be favored by fans.

For the Horlick plug a cartoon strip runs two pages wide on pages two and three of the magazine. It's a knock-around, Little Rock gains strength on Horlick's Malted Milk and a few weeks later Little Rock catches the studio of that fresh kid next door.

KTSS Auditorium

Shreveport, La.  
Station KTSS has had encouraging results from the renting of a local auditorium seating 500 for the one-weekly presentation of a musical show with 12 performers participating. While ultimately hoping to demonstrate a large local following and sell the show for sponsorship, the station is contemplating framing other and further entertainments for audience broadcasting.

John McCormack, gen. mgr., is framing the station policy along these lines.

Explaining New Law

Des Moines.  
WOC-WHO has inaugurated a series of sponsored programs designed to explain the National Housing Act. Daily five-minute talks, explaining the act, as well as the policies of its directing body, are being given by Peter Ainsworth, better known as "Contest Editor of Better Homes and Better Gardens Magazine."

As a follow-up, WOC-WHO is also presenting half-hour weekly Home Improvement program on Sunday, featuring an orchestra, soloists and dramatized informational sketches, sponsored by building supply dealers.

Salute to Judiciary

Baltimore.  
Stations WCBM and WBPR have given some free time to the Maryland Bar Ass'n, during which lawyers' organization seeks to utilize by advocating re-election of a pair of sitting judges. Both last lengthy and tip-top records as jurists regardless of their political affiliation.

Stations figured they were doing a civic act and helping those of men who were not concerned with politics, and also considered the move popular with mass of people, who think the judges should be as much as possible divorced from politics and boss-rules.

WPBL's Promotional Stunt

Syracuse.  
To stimulate interest in radio artists who will return to the air during the fall and winter, WPBL, Columbia outlet in Syracuse-N. Y., is using a stunt idea for a weekly 15-minute program.

World Wide Itunes transcriptions are used for the musical numbers and listeners are asked to name the titles of the music included in their program. Those who mail in their answers and have five of the eight correct receive a star photograph. With the first photo goes an

album as incentive for those who find the answer. The promotional idea is credited to Robert J. Sabin, vice president of the station.

Labor's Voice

Charlotte, N. C.  
Address of Francis C. Fisher, general manager for the national textile strike, delivered for the special benefit of 10,000 strikers in a mass meeting at Charlotte, was broadcast up at Washington, D. C., by WBT and delivered directly into the hall where the meeting was in progress. (Fisher was supposed to have come to Charlotte on the address. When he found that he could not make the trip he purchased a half hour of time, originated the program at the studio of WBT, delivered Columbia station at Washington, and delivered it over a direct wire into Charlotte.)

In addition to this commercial program, Mr. Fisher went on the Columbia network with a 15-minute address the same afternoon, a program that was arranged by William A. Schuch, Jr., WBT manager.

Another Kentucky Colonel

Boston.  
Kentucky Special Bonnet cigarette capitalized on special benefit baseball game by calling it "Fred Hoy Day." Veterans New England baseball announcer was made a Kentucky Colonel and Brainerd Red Sox game selected for benefit of city welfare fund. Commission granted by Governor Ruby Lufkin of Kentucky was presented by Mayor Mansfield of Boston to the game.

Representative of sponsor, Penn Tobacco Co., who plug winners and Kentucky Club tobacco on daily baseball broadcast, also presented Hoy with an expensive wrist watch combining stop watch mechanism. To time Billy Werber going around the bases, said Hoy in acceptance spiel. Vaudeville acts, circus artists, bucking mule, singers and girl athletes, contributed to pre-game culfa entertainment, all etherized with Linus Tilden's talk. Recount time in month Yankee web production chief has aired from the field for this program. Travers also distributed one of winners trophy among ball players and box seat patrons.

Bursting With Pride

Seattle.  
Small towns heretofore will gubbe up any chance offered them for free radio publicity, and in handing them the opportunity a radio station may also find plenty of good will for itself.

KOMO and KJR have found this by frequently giving time to buses holding some of berry-picking festival or rodeo. The towns swell with pride when invited to advertise their resources and business activities on the air.

Heretofore four villages were given the chance for no particular reason at all—and they made the most of it. Each one furnished a spokesman and some musicians.

Identity Gussing

Baltimore.  
WBPR reports 12,000 answers to its recently staged contest which stretched over a 5-week span for the daily 15-min. period sponsored by Gunther's store. Program, supported by local merchants, Fred Turberville, News-Post sports scrivener, reading of ball scores, race results, etc., embellished with sidekick observations.

Contest had him reading off each day a thumbnail blog of a sports headliner; listeners were to guess the facts, the points, the brewery, a motor car. Cash prizes followed. Contest deemed so successful by audio co., every person of station staff having anything to do with the contest was awarded congratulatory letter by the brewery.

Piano Lessons by Air

Lancaster, Pa.  
Teaching youngsters to play the piano by radio is a stunt which is gaining wide attention and no little favorable comment for station WGL.

"The Melody Lady," who is heard each Sunday evening at 8, makes plans to play a game by telling original stories about the instrument and people who play it. Children are asked to follow the program at the piano. Through her stories she stimulates an interest in music and gives herself opportunities to work in simple little melodies. A typical story is that of the little boy who is playing with the piano in the parlor, just to satisfy his curiosity. "Strikes a certain note and then another and thinks away work together very nicely. Here the children are asked to strike the same notes and see if they don't think so too. The little boy strikes more notes and finds that they are not only in harmony but that they make a little melody. By the end of the half hour the child has worked out a little melody to add to his list and still has time to brush up on the last one with his invisible teacher."

Station Struts Stuff

Seattle.  
Tolson Broadcasters, operators of KOMA and KJIT, turned a recent weekly Chamber of Commerce convention into a radio day special and broadcasting studio. While over

one hundred and fifty of the town's leading citizens took part with interest, KOMO-KJR executives and entertainers put on an hour and a half show that was broadcast over KJR. Head table looked like a station executives' meeting.

Studio orchestra under Henri Damski played. Alice Corbett and Fred Lynch sang. Andy Fisher, general manager, and Al Balch, publicity head, talked. Show ended in bang-up style with an actual episode of KJR's busy drama thriller, "The Purple Ray," put on right before the folks' eyes.

"The Purple Ray" was also used recently, in rehearsal, for entertaining a flock of school nurses, summer school students at the University of Washington.

Peg Top Trouser

Nashville.  
R. M. Kirby who has charge of the college series of programs which will be repeated this fall, after the graduation of WSM, sent out a call for twenty pairs of Peg Top trousers, 1919 vintage.

So far the return of Kirby's request is pretty nil. But it stirs up a little comment.

Civic Stud

Rochester.  
WHEC, owned by the Rochester Gannett newspapers, joined with the Democrat & Chronicle in a promotional stunt at the Centennial Exposition, broadcasting ceremonies of presenting valor medals to members of the police and fire departments.

Minor Wier, manager of WHEC, handled the affair, which included speeches by city and newspaper officials.

KOIN's Picnic

Portland, Ore.  
A unique occasion in the annals of broadcasting and a convincing demonstration of station popularity was the KOIN KLOCK picnic held at Jantzen Beach park. Organized by the station themselves and operated through a committee, the affair was participated in by several thousand people. The KOIN KLOCK program, which is presented from 6:30 to 8 a.m. daily by Ivan Jones and Walter Stewart, has been on KOIN for several years. Listeners of their own accord built themselves a family, the KOIN KLOCK family, by writing to KOIN and asking to be initiated over the air. More recently certificates of membership have been sent by printed and many thousands have already been distributed. The picnic idea originated in 1932, when 1,300 people gathered for an outing.

Baseball Scores

Dubuque, Ia.  
WKBB decided to give issuance of baseball scores in favor of an entirely musical afternoon program and in consequence is reading big baseball scores and writing the station to comment on the fact that it is the only station not having programs cluttered up with baseball scores.

In consequence of its policy the station reaches an ether audience that ordinarily would be among the missing were based on. While there have been some requests and inquiries concerning absence of the baseball angle, the number of commendations have been such that it is to be a summer policy with the station hereafter.

"Today's Cocktail"

Madrid, Spain.  
Pedro Chivato, who owns three bars in Madrid, goes on the air daily from 1:15 to 1:30 over Union Radio with a daily cocktail recipe. A feature entitled "Today's Cocktail," limited to music and announcer.

WOC-WHO at the Fair

Des Moines.  
During the Iowa state fair, WOC-WHO used a glassed-in studio on the grounds, with all local programs broadcast and a special edition of the Dispatch radio hour distributed to the fair visitors and sent to radio dealers in the state. Observers' seats around the crystal studio proved an attractive feature to the fair farmers.

Jan Telephone Service

Dubuque, Ia.  
Telephone companies are equipped to check calls, but not always to handle them, WKBB found recently when someone conceived the bright idea of a phone request period on the spot of the moment.

It was only minutes thereafter when the phone company requested the station to recall its offer, which boards being summed up and ordinary business being correspondingly crippled, the regular shift being unable to handle the emergency. Station at least found out that there were such local listening in to put the telephone company in the run. One good way to test the popularity of a station at any given time and in an impromptu manner.

Waring Once Weekly

After doing two a week for the month of September, the Fred Waring band was on in 15 spots on a one-weekly basis, starting Oct. 1 and for the balance of the year. Weekly spot will fall on Thursdays.

## Here and There

Herbert Denny, formerly of Kean KJR, a new staff member of KATV, Fort Worth. In conducting a Spanish class over the air every morning at 9:15.

Arthur W. Stowe quits as continuity writer and announcer at WSM, Nashville, to join the staff of WJL, Chicago.

WBT and WBOC, Charlotte, N. C., located at the focal point of the southern phase of the national textile strike, have set up elaborate machinery for reporting its progress. Both stations give the strikers and mill operators an equal hearing and refrain from taking a partisan stand. This thing is being reported for its news value, without bias.

Joan Kantner, KOMA-KJH, Seattle, here, back with the stations after two and one-half years in New York and Europe.

P. W. Ward, Jr., former KYOO, Tulsa, announcer, has just in the play "Within the Law," to be presented by the Pasadena Community Playhouse association.

Alice Joy finished regional series over KOTI, Tulsa, for Mid-Century Petroleum. Returns to Gotham.

Glossom Seely and Benny Fields make their third appearance on the Rudy Vallee-Fleischmann hour this Thursday (13).

Geraldine Garrick appointed dramatic director WHA, New York, and the ABS lineup.

Charles Stark is now sales director of WKEW, New York. He's from "CBS" subsidiary, Radio Sales.

Loise Dawson will have a regular spot as commercial reader on the "Hour of Stories" (NRC) when she returns from her vacation. Originally from dramatic stock, she made her entry into radio as a housewife at WTAM, Cleveland.

M. H. Aylesworth will be free from now on to spend more time in his NBC quays and less at RKO.

Jack Pearl's final program for Standard Brands (26) will make the 99th of his Baron Munchausen series.

Cream of Wheat's deal with Alexander Woodcock is for a minimum of 13 weeks.

Edwin Eaton, radio boy actor, has a role in Sam H. Harris' stage play, "Merrily We Roll Along," which is now in rehearsal.

Wilfred Lytell, brother of Bert, now with NBC doing dramatic assignments.

Jimmie Fidler has lined up three film names for his Maybeline daily which gets going over NBC from Hollywood Sept. 16. They are Joan Bennett, Dolores Delaney and Gloria Stuart.

A. Tarnak and L. Little, on behalf of the Metro Broadcasting company, and J. B. Kiefer, late chief at KMPC, have petitioned FCC for channels in Los Angeles area.

Kay Van Riper returned Sunday (9) with her new serial, "American Caravan," supporting KFWB, Los Angeles, with Bert Harrison, Gail Gordon and most of the Coronet cast.

Corbath Baking Company of Portland, N. Y., has renewed its "Toscan" contract with WPM, Syracuse.

Doris Weir, Syracuse, is doing a 15-minute WFBL program weekly for Optimistic Circle as the "Optimistic Music Optimist."

John Royal has hopes of getting away this week for a vacation.

Windsor French is push-button for Norman Sloan, the son of the Cleveland Press, while the latter is on his honeymoon.

Arthur Brown, make minor, opens at the Hipp. Baltimore, this Friday (14).

Abner Hayes renewed her contract with MRC last week for another year. Deal includes her accompanist, Newell Chase.



# Only Five of 593 Stations Fail to Answer Federal Trade Commission

Washington, Sept. 10. Taking the cue from newspaper and magazine publishers, broadcasters are co-operating enthusiastically with Federal Trade Commission in movement to improve tone of commercial broadcasts and raise standards of air advertising.

Announcing all but five stations have complied with requests for scripts, Comish predicted it will be necessary to issue very few complaints against either advertisers or broadcasting stations because of the "gratifying co-operation" and general compliance with its orders.

Industry's response has been so complete that 593 stations have submitted copies of their advertising programs. All networks have complied. Five delinquents include one Alaska and one Hawaii transmitter; remainder are domestic.

Struck with power to crack down on recalcitrants, Comish gave subtle warning to 114 stations which at first were inclined to be defiant or failed to obey decree through negligence, and follow-up letter brought quick responses from 104 outlets.

With trade commission following stern-like policy about its preliminary action in cases of unfair and misleading advertising, there is no indication of what action will follow survey of programs received, but apparently majority of continuity will get clean bill of health. Trade sources say they have received as news of other broadcasters or advertisers being called on the carpet to date.

Comish received 994 reports in July and 881 in August and has concluded examination of 117,357 program continuities. Approval has been given 77,358 while 15,991 programs are being given further examination which comish believes will require positive action in only a small percentage of the cases. Another 50,600 programs are receiving first act.

**Reform Chances**  
Programs considered false or misleading and in violation of Trade Commission act will be singled out and both stations and advertisers will get chance to make amends. Violation of comish cleanup specifications probably will be followed by issuance of cease-and-desist orders, which will in turn lead to court action.

While a few noteworthy cases of defiance have been received, the comish in its drive against misleading newspaper and magazine advertising has induced both publishers and advertisers in almost every instance to sign stipulations under which they agree to refrain from practices considered illegal by the government censor.

Stations were advised month ago that filing of continuities could be discontinued until further notice to afford its staff an opportunity to catch up with the added burden of work, but many stations are continuing to submit their scripts voluntarily. New order for check-up will be issued somewhat later, comish said, but no date was mentioned.

## Notre Dame Games Set

Chicago, Sept. 10. Notre Dame football games will be the backbone of weekly broadcasts over WHSM for Kentucky Winner cigarette, a Penn Tobacco company product.

Pat Flanagan will be at the mike, which will follow the South Bend team all over the country.

## Chevrolet's If—

Chevrolet won't return its KRL until the web is able to provide it with a suitable evening slot.

Auto firm last season went from Jack Benny to a straight orchestra of the romantic genre with Victor Young conducting.

## Outdoor Girl Web-Minded

Makers of the (outdoor girl) brand of cosmetics are considering a first in network bill book.

Account heretofore has restricted itself to spot broadcasts via the Washington route.

## JIMMY KEMPER WINS

\$10,000 Suit By Donna Parker Suffers Setback

Jimmy Kemper last week won in the New York Supreme Court a dismissal of the \$10,000 suit for commissions brought by Donna Parker, Chicago booking agent.

Justice Aaron Meuser, who handed down the ruling, stipulated, however, that Miss Parker be permitted to serve an amended complaint by this Friday (14).

In her complaint Miss Parker contended that Kemper was bound to her management under a five-year contract and that she was entitled to commissions out of the salary he received from the Tyrol program, which had a 26-week run in CBS ending June 26, 1934. Kenneth Calden, counsel for the mike star, attacked the validity of Miss Parker's contract, arguing that since she herself had not carried out certain provisions of the managerial agreement, such as the clause guaranteeing him a special minimum income annually, the arrangement between them became null and void long before Kemper's last Tyrol broadcast.

Kemper's lawyer followed up this line of contention with a motion of dismissal. Miss Parker brought suit through a New York assignee.

## Cystex Co. in Jam with Stations Over Broker, Agency Commissions

Chicago, Sept. 10. Considerable difficulty is being encountered by the Knox company in getting its commission deals set with stations on its Cystex product, due to the combination of both an agency and the time broker in placing the Cystex net direct.

In on the deal for Cystex is the agency, Allan Smith, and the Dillon-Kirk time brokerage outfit, all in Kansas City. According to the setup both the broker and the agency want to take a 15% slice of the business placed, but the stations are practically unanimous in stating that only one 15% will be permitted, particularly those stations tied up with an exclusive representation company.

All stations exclusively representing are sending the contracts into their representative and the reps are contacting the Knox company to permit the company to name either the agency or the time broker as the proper recipient of that single 15% comish.

## Sanka Mute

General Foods has decided not to give Sanka coffee an air ride this season. With nothing in the way of a program being arranged for Boston, it looks as though the food combine will continue the network plugging of its coffee brands to Maxwell House.

Postum the past two seasons has lacked a football affair on CBS.

## Chi Radio Visitors

Chicago, Sept. 10. Plenty of station execs in town, heading to New York and to the convention.

Among the visitors were Les Fox, Alex Kewse, of WPA, Cecil (KPH) Price, Tabby (KPH) Quilman.

Coming in this week are Hugh (WOAD) Hall and Ingham Roberts, HL of KPRC.

## LIPTON'S ON COAST

Los Angeles, Sept. 10. Lipson's Tea Co. does its first radio advertising on the Coast, taking over the Blue Monday luncheon, oldest Coast variety show, starting tonight (Monday).

Broadcast goes from the California State Fair at Sacramento with succeeding programs from KPH, San Francisco. Show goes over the 12-stations of the Columbia Don Lee network of 12 stations plus KRL of San Jose, Calif.

## YOUNGEST ANNOUNCERS

Des Moines Program Has 11-12 Year Old Spellers

Des Moines, Sept. 10. "Uncle's Band" is introducing a new "Tar 10" broad over KSO in 15-min. program every morning with Dot and Bob, who are 11 and 12 years of age, on this program as the "world's youngest announcers."

They also sing and ask questions of "Uncle Herman," who is Herman Brethaupt, widely known health chef.

## WBBM Sues 2 Chi Sponsors For Time Coin

Chicago, Sept. 10.

Suit filed by WBBM, Columbia station, against the Hollywood Diet company, for \$2,000 for broadcasting services and damages is due in court late this month. WBBM is asking for \$1,500 for actual broadcasting and the rest for legal fees and interest.

Under the contract, WBBM was to deliver periods of approximately 2:15 to 2:30 p.m. on Wednesday and Thursday of each week and from approximately 3:30 to 3:45 p.m. on Sundays for 13 weeks beginning in March. Clause, however, stated that "it is understood that if baseball interferes, the Sunday period is subject to change of time, or this period may be changed to week-day at \$15.00 per week less than the contract price."

Contract was cancellable at end of eighth week and was cancelled by the advertiser. On the program were Norm Sherer and Jack Brooks.

WBBM states that the program was moved several times according to the contract and that the Health-Seehoff agency was notified each time. Hollywood Diet company entered a straight denial, claiming that it never received an services, as stated in the outline, with the advertiser's lawyer, Simon Herr, stating that programs were switched too promiscuously and several times was broadcast at periods other than previously announced. Another claim on the attorney's part is that twice the program followed an undertaker's program of organ music.

Paul Kosmick is attorney for Columbia and WBBM locally.

Another suit filed by WBBM is against the Stewart and Ashby coffee company for \$800 for time. Wrangle in this spot concerned the talent, one Rino Donald. Understood that the station had full rights as to talent and substituted another singer for Donald when he started asking increased coin. Sponsor quarreled at the switch in talent and the legal lit followed.

# NBC, Chicago, Seeks Standardized Plugs on Remote Control Bands But Indie Stations See Gimick

## DeLuxe Panhandler

Radio editor of a big town that New York or Chicago daily is noted for his ability to make himself and his job seem important.

His latest exploit is to retain a professional promoter to organize a testimonial dinner in honor of himself. One-third of the funds donated by "friends" of the radio editor goes to the promoter.

## Some Holdouts in WOR's Talent Tie-Up; Vine Signs at 10%

WOR, Newark, continues its campaign to get all artists appearing over the station signed exclusively. Showdown has not yet been put into effect, but meanwhile quite a crew of holdouts flatly refuse to sign the kind of pact WOR wants.

During the past week some surrendered their management destiny to the artists' bureau under Max Abrahamson. These include Dave Vine, Bud Hainer, Conrad and Tremont, John Kelvin, Vaughan do Leath, Pauline Apple, Walter Ahrens, Doc Payne, Larry Taylor and Kay Frayne.

Vine is reported paying 10% only, having refused to sign at 35%. Vine was cancelled during the altercation, but station later rescinded the get-off-the-air rule. A tobacco sponsor is interested in Vine.

## MEETS PAYROLL BUT SHOCK KILLS XEAL

Mexico City, Sept. 7. Settlement of wage claims totaling around \$5,000 made to 80 members of its personnel who hunger struck for 34 hours has put radio station XEAL here out of business. Employees are forming a co-operative society to keep station going. Federal Dept. of Labor intervened after employees' foodless vigil sent several to hospital for treatment. Employees averred the ghost hadn't walked in weeks.

Sydney E. Warner has resigned as assistant engineer of WHAZ, Troy, to become chief engineer of the new radio station of the Waterbury, (Conn.) Republican-American.

# Spain Takes Over Broadcasting; Building Nine-Station Network

Madrid, Aug. 10.

A national network of nine radio stations, three in Madrid and one each in the provinces of Barcelona, Valencia, Seville, Cordova, Vinezay, and Tenerife, together with relay stations at Murcia and Oviedo, is to be set up in Spain to replace privately-owned broadcasting outfits.

Government issued new decree amplifying a previous declaration regarding its network plans, stating that hereafter authorization for new local stations will not be forthcoming. All private stations not belonging to the system will have to come broadcasting as soon as the territory they serve has its new official station. In the meantime, while the state is installing its own, any station whose license to operate expires will be permitted to ask the Direction General of Telecommunication for authorization to continue on the air. The request must state the temporary conditions under which the station wishes to broadcast, and will be subject to the regulations already in force. Permission will be granted if the station does not interfere with the development of the government's project, but the state is

reserves the right to revoke permission at any time.

National network idea has been in the heads of various cabinet ministers for some time, but now it seems that the government really means to go ahead with the plan which would be financed by taxes on radio receiving sets and radio accessories.

**Not a Surprise**  
Station to be known as the "National" in Madrid will have a wavelength of 1,620 meters with 150 kilowatts power. Another to be known as "Spanish-American" for use in transmissions to America will have a frequency band of 3,550 to 21,450 kilohertz with a wavelength from 31.58 to 13.92 meters.

Maturity of communications will award contracts for construction and bids will be judged on three points: price quoted, technical perfection, and percentage of national products to be used in construction of station equipment.

Chain must be completed in not longer than three years after contracts awarded. Publication of broadcast regulations is ordered within three months from Aug. 26, 1934.

Chicago, Sept. 10. Local NBC program department is endeavoring to start a campaign among all Chicago broadcasters to cut down the amount of strength of plugs to cafes and dance halls on remote control band pickups, and to set up a standard announcement for all orchestral pickups.

This is the thought of Sidney Strota, chief of the NBC department here, and he has contacted broadcasters on that score. Strota feels that the time is ripe for such a campaign due to the upshot of his and the strengthened positions of the stations themselves. As Strota says, some of the cafes on remote control are getting bigger and stranger plugs than commercial accounts.

Networks being agreeable to this scheme, but the indie stations are backing away, fearing the network strength of numbers. Claim that if there is a standard announcement rule the networks can match the indie stations by simply telling the owners that since all announcements are the same, they might as well get on a network plug.

## 8 WKS. ON AIR, WLW SHOW WINS SPONSOR

Cincinnati, Sept. 10.

Cal-Asperin goes on WLW daily, except Sat. and Sun. from 3:30 to 3:45 p. m. as sponsor of "Mary Sober's" program, started eight weeks ago by station as a sustainer. Series replaces "Painted Dreams," NBC network program. Account set through J. Ralph Corbett agency.

"Mary Sober's" is mellow serial about girl who settles in small town and causes breach between liberals and puritans. Linda Carlson has title role. Supervised by William Trautman, Ross Cunningham, Charles Beel, Franklin Bingham, Wilda Hinkle, all newcomers to WLW, and Flo Golden and Jack Zoller. Script by Bob Becker.

Advertiser's survey scouts learned of program's popularity in making midwest rounds.

## Red Grange a Maybe

Chicago, Sept. 10.

Nelson-Meyerhoff agency here is trying to work out a program for Nunn-Bush with Red Grange, either for platters or on the web. Idea of the show will have Grange on the ether every Friday night to make predictions on the next day's football game.

Forecasts will be recorded on Mondays. If the show goes platter, and shipped to stations in time for the Friday broadcasts. Negotiations now on, however, appear that the show will go NBC if it hits the air at all.

## Street-Finney Agency Merges with Southwick

A merger combines the Street & Finney agency with the Southwick agency. Southwick name will be scrapped.

Street & Finney has 12 accounts, majority patent medicines; Southwick has four.

## Block-Sully East

Hollywood, Sept. 10. Jesse Block and Eve Sully, brought here by the Eddie Conley firm, "Kid Millions," left here Friday (7) for New York.

They turned down a Chicago three-day date to their remaining the 60-120-80 program Sept. 24.

## NEWLYWEDS ON AIR

Hollywood, Sept. 10. Ralph Finney and Arthur Smith, both built into an equipment to radio, are co-hosted tonight (Monday) on the NBC "Newlywed Show."

Newlyweds will appear for 30 minutes (10-10:30) 124-15 for Gay.

**MRS FRANKLIN D. ROOSEVELT**  
and Studio Orchestra  
Talk, Music  
15 Mins.  
COMMERCIAL  
WJZ, New York

President's wife is not new to broadcasting. Her new series is for *Simmons Beauty Rest* mattress and as a hostess for a radio program the *First Lady* is a wow. She has the gift of gab; her diction is perfect, her manner persuasive, her logic unassailable, her tact superb. She manages to discuss topical matters without becoming embroiled.

"Can a woman be president?" was but one of the subjects she undertook to answer. Yes, she declared, but she hopes it won't happen until the remaining vestiges of prejudice against feminine office-holding have evaporated. Textile strikes, unemployment, Anne Morrow's literary venture, the tennis tournament and liquor were subjects touched upon. Mrs. F. D. R. allows herself the scope of a *Bookie Carter* or *Lowell Thomas*, but always with the woman's angle dominant.

She hopes newspapers and films do mention of radio will for the future not tend to glorify the *Dillies*. In this she was on conventional woman's club premises, but without being especially illuminating or original in her thoughts. *Simmons* sells one idea strong. "Millionaire sleep" is available to the lowly bourgeoisie through the conveniently inexpensive device of buying a *Simmons* mattress. No greater comfort is available to the recumbent mortal, however opulent, is the claim. *Lead.*

**JERRY MAYNALL** Orchestra  
20 Mins.  
Sustaining  
KDKA, Pittsburgh

Jerry Maynall, former producer at *Stanley* and before that *Phil Spitalny's* pianist and arranger for years, has been angling for a big dance spot for months now. William Penn hotel, burg's show after, finally gave him the chance, the first local band ever to be spotted there. With it, of course, goes the usual nightly half-hour over KDKA.

It took an entirely new managerial set-up at William Penn to free chances of a Pittsburgh-registered outfit and it was a long chance. However, looks like Maynall is entirely justifying history's confidence in him.

Cought Tuesday night, only two days after crew had opened, ark sounded like it had gods. Maynall doing all the arrangements himself and it's in this department that his outfit shines. His style of deconstruction is soft and dreamy, and he does a neat job with symphonic jazz transitions of concert numbers. Leader also doubles on the keyboard to make a piano team with Dale Harkness and result is some expert pianology. Entire 20-minute session distinctive.

Combe also carries two soloists, Roberta Welch and Earl White. Later was on WQAL here for a time as a single and has real possibilities. *Cohen.*

**RADIO EXPLORERS CLUB**  
Capt. James P. Barker, Host  
Christian Adamson  
Talk  
15 Mins.  
COMMERCIAL  
WJZ, New York

Manufacturers of the Bosch radio set has hooked up with the American Museum of Natural History of New York City for this Sunday matinee series. This affiliation in itself should make a potent selling point for the listener element with a penchant for the subject. Host of the program stacks up as so much folderel that may or may not appeal to the kids, with the chances strongly leaning in the negative direction.

Conductor of the explorers club idea is Capt. James P. Barker, who according to his narrative was at one time the skipper of a wind-jammer. The British Isles. With the captain every episode is a "harrowing experience". These narratives, based on his windjammer career, are brief enough, but the delivery doesn't make for dramatic punch. Capt. Barker attempts a Floyd Gibbons, but what registers is just a monotonous jumble of words.

Last Sunday's (9) guest was Dr. Robert Cushman Murphy, connected with the American Museum of Natural History and an authority on birds of the Antarctic. With Hans Christian Adamson, also of the museum staff, plying the questions, Dr. Murphy regaled the listeners with some highly interesting insights on the penguin species. Into him, rich tang of human interest about it.

Club idea contains the usual privileges of members, the button and the certificate. Supplementary giveaway is a map showing the location of shortwave stations whose signals can be brought in by the Bosch set. Due in the near future, as announced last Sunday, is a prize contest. *Ad.*

**MERRY MINSTREL MEN**  
With Ira Gibble Fred Swenk, Jack Dyerly  
20 Mins.  
Sustaining  
WQAL, Lancaster, Pa.

Weekly half-hour spot provides a medium through which several excellent men now engaged in their lines of business keep brushed up on the old black-face line.

Staged as a real minstrel show with burned faces and wing collars the show continues to gain favor and popularity with the radio audience after being on the air continuously for two and a half years.

Program features two and mon. Ira Gibble and Fred Swenk, both of whom have had several swings around the country with important black-face shows. Jack Dyerly serves as interactor. Program carries a 5-piece band and uses guest artists.

Public is invited to witness these shows at the WQAL studios and usually packs the house, which means jamming the 100 seats of the studio theatre.

**UPTON MCCLAIR**  
Talk  
15 Mins.  
Sustaining  
WJCA, New York

WJCA and the regional network which it feeds has been putting across some attention-commanding special broadcasts of which the Upton McClair appearance was one of the hottest in point of timeliness and public concern. Making the talk bit was late in arriving and the stand-by organ music of the station was interrupted a couple of times to say "Hon. Upton McClair is motoring in from his conference at Hyde Park with President Roosevelt and will be presented to WJCA's audience immediately upon his arrival."

This heightened the impression that WJCA was bringing listeners something pretty hot. In fact, a scoop. That just-left-the-President note was stressed before and after, and by McClair himself. All of which tended to surround WJCA at the moment with an atmosphere of pep and importance.

McClair's talk was an explanation of his kind Poverty in California (EPIC) policy and he proved a simple, lucid, straight forward speaker. Regardless of the economics or practicability of what he proposed, it didn't sound idiotic or impossible, the impression the newspapers have conveyed. A good speaker, though neither brilliant nor intimate, McClair's success on the Coast is easier to understand after hearing him.

WJCA gave him his first radio hearing in the east. *Lead.*

**HONEY SHAY**  
Torch Songs  
Sustaining  
15 Mins.  
WKJG, Lancaster, Pa.

"Touching old time songs is the trick that puts this program across. Personality is new to air, but gained quick popularity through ability to take practically any old number and put heat on it. Willingness to take request numbers and give them a new and original interpretation has given her a strong mail draw.

Although she sings both popular and old numbers, the older ones seem to have the greater popularity.

**A BOY AND A GIRL**  
Helen Kelly and Homer Welch  
15 Mins.  
COMMERCIAL  
KALB, Portland, Ore.

A new program of interest on KALB comes to the air under the name "A Boy and a Girl". Helen Kelly is the young lady of the act, and her songs provide an enjoyable quarter-hour each Thursday evening. Homer Welch lends a hand at the piano and also sings with Miss Kelly during the programs. Miss Kelly is rapidly becoming one of the Pacific northwest's most popular singers, and "A Boy and a Girl" offers her an excellent opportunity to display her vocal talents.

**DAVE VINE**  
With Adelaide Hall, Bill Vine, Siegfried Trio, Marjorie Harris, Conrad and Tremont, Charles B. Stein  
Revue  
30 Mins.  
Sustaining  
WOR, Newark

Dave Vine has been broadcasting over the Newark-New York station for some time and is credited with a following. His comedy finds its nearest network companion in Jack Pearl. And, like Pearl, this comedian seems stuck to burlesque and vaude and uses a radio type of delivery learned in, and typical of, those older amusements.

Vine is noisy. He's a shouter, a throat-gurgler, and a devotee of catch-phrases, trick naturalisms, and what may be described as comedy through emotional violence. A phrase most employed is, "Look at that!" with a rising inflection. It's a variation of the more common "How do you like that?" rejoinder.

Other catch-phrases used by Vine are "What causes that?" and with a long hyphen "I'm coming"—to punctuate his work here. In fact, his phrases are generally pretentious and Vine definitely periphrase over his amusements. A studio audience at WOR finds him very amusing and there seems no reason that he cannot constitute the epitome of diversion to a wide slice of the proletariat. His strident ways bar him from the favor of the modulated minority. But that's no rap as far as the Newark-New York University is what sells package goods, not the vagaries of elocution.

WOR adds various studio standards and builder-uppers to Vine's support. Something pretty special is Adelaide Hall, a soul that comes from the heart and seems as likely a candidate for radio attention as anybody now knocking for admittance. Her milking of "Then I'll Be Tired of You" had the endorsement of authority on it. Hot-to-stizzling is the joint planning of Conrad and Tremont, whose 20-seconds obligation to "Holiday" is elegant and memorable. Charlie Stein's studio boys did a nice orchestral job throughout. Siegfried Trio also okay.

Dave Vine's son, Bill, is an able straight for his dad. His timing is solid, his voice clear and his humor natural. Marjorie Harris is likewise an effective foil for Vine. *Lead.*

**'ADVENTURES OF DONALD AYER'**  
Kid Serial  
15 Mins.  
COMMERCIAL  
KALB, Portland, Ore.  
WOR, Newark

Another rewriting of time-frayed juvenile melodramas. Installation caught started out plausibly and humorously with the upfringing of shivering, hungry, 14-year-old Donald Ayer by kindly, mysterious, grown-up Philip Kingsley. Thence into a one-arm waterfront restaurant for food, a talkative proprietor who reveals that "Ayer" has been skulking around looking for somebody very much like Kingsley. "Give the fellow a message if he returns, my good man," says Kingsley.

"Speak," says the grub-slinger, and it shall be thus like what you've want."

"Tell him who seeks me three words—no more, no less, and they are the rope slipped."

Well, sure enough who comes back to the restaurant later after the guy and the kid have gone but the stranger. And the talkative proprietor tells him about them being there just before him.

The stranger is seized with victims and starts to choke to rage at the manager of Acropolis No. 7. "Why didn't you tell him?" he wheezes and then he cackles, "what did he say?"

"Three words, no more, no less—the rope slipped."

The stranger, shrieks an uncanny, falsetto, out-of-the-grave shriek, hurats a blood vessel, hemorrhages all over the place conveying in rather unmistakable language that the three words, no more, no less, have gagged, choked, agitated, and upset him. In fact he's pretty sure. He gives a wolfish "I'll-get-him yet."

Then the fade-out, leaving the cackle-eyed boys and girls around the loudspeaker chewing on such internal organs as have jumped up at their throats when the sinister cackle first started to take paragon.

It's probably just pedantic comment—to be a bit nit with the kids, though even a week is against it. Glad that at least three installments a week are needed to carry along this kind of brain-softerer.

Good electric sponsors the show and gives away genuine pirate flags, skull and bones on black field for the asking. Making the program 100% devoted to the spilling of human gore. *Lead.*

**FIVE STAR FINAL**  
Dramatized News Events  
15 Mins.  
Sustaining  
WIP, Philadelphia

This is one of the new shows being piped here from WJCA, New York, by the recently organized American Broadcasting System with which WIP has lately associated.

Program, spotted nicely at 3:15 p.m., is a lift from the March of Time. Running a quarter-hour choice of news subjects are pertinent and lively, but the show falls miserably because of poor enactment and wordy script. Program reviewed (5) re-told the story of a tragic suicide which packed much punch but resolved itself into unwitting faces when the female character expressed sorrow so badly as to be pitifully laughable.

Prediction on 5 Star Final is no credit to the program manager. Music cues, calculated to whip the listener into a frenzy, were late in arriving and consequently constituted a large portion of the ragged performance. From the very title of the show, hardly conformed as original, the program wends its way in similar style. *Lead.*

**PARADE OF THE PROVINCES**  
30 Mins.  
Sustaining  
WJZ, New York

This is a program, picked up from it, it's northern neighbor through the Canadian Radio Commission, in which each broadcast covers one of the various provinces of that country. Saskatchewan, one of the youngest of the Dominion's states, reached New York and the NBC wires as a sustaining feature. Next covered will be Nova Scotia.

Program, lasting as long as the provinces last, built along novel and educational lines, dipping into the historical background of its subject matter. For Saskatchewan, which was a part of the Canadian Dominion in 1905, a sketch was framed around supposedly authentic incidents which made this part of America's last stand of the Indian.

Told with music and dialog, but with somewhat faulty continuity and confusion as to action is the story of a brave, Almighty Voice, who lived in Saskatchewan only to make the mistake of trying to resist the red-coats who came into his land. An arrest for shooting a steer, an escape and a battle with mankind conclude the story. Before the mummies get their man bits with the Indian's mother and father are woven into the story narrative, together with appropriate music.

Part of the pursued hare falls on the Indian accent, but that of the mother has more authenticity.

Much and long for Saskatchewan, was not the least of which looked like a plug for the country's potential resources, resources which but needed capital and further pioneering. Much and long for Saskatchewan, was not the least of which looked like a plug for the country's potential resources, resources which but needed capital and further pioneering.

Looked like time limit of a half hour was somewhat underbought Thursday night (30), requiring considerable music to wind up. *Lead.*

**fred allen's**

"TOWN HALL, TORONTO?"

HOUSE OF REBILES

POSTER AND HOTTA

JACK HART

LIONEL STANLEY

JOHN BIRD

MILNERA FLOUS

MILNER DUNGLAS

Milnera and Fred Allen and Harry Tugend

Manager: Fred Allen, 1450

Windsor, Ont.

8-11 P. M., R. N. Y.—WEAP

CHICAGO CHEERS !!!

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Radio's Most Versatile Entertainer

HELD OVER 2ND WEEK

Sept. 9-15

STATE-LAKE THEATRE

Chicago, Ill.

Personal Attention

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NBC Artists' Bureau

**EVERETT GEORGE OPIE**

Author and Producer of

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After 101 weeks on the Maxwell House Show Boat

**MISS ANNETTE HANSHAW**  
resigns her role on September 13th to join  
**THE CAMEL CARAVAN**

beginning October 2nd on WABC-CBS, Tuesdays at 10, Thursdays at 9.30 P.M., EST, for William Esty & Co., sponsored by R. J. Reynolds Tobacco Co.

PERSONAL REPRESENTATIVE WALLY ROSE

**ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES**

8 E.O. BUILDING - ROCKEFELLER CENTRE - NEW YORK CITY - CIRCLE 7-7950



# WLS Readying Own Transmitter as Chi NBC Continues Negotiations

Chicago, Sept. 10. Appears that Prairie Farmer will build its own transmitter for WLS. NBC officials, headed by Niles Trammel, were in constant negotiation with Burrage Butler of WLS last week endeavoring to get together with the station to continue beyond the expiration date of the present contract on March 1, 1935. Two weeks ago WLS handed in its splitting notice to NBC.

No question that NBC will have to make healthy adjustments on its present contract with WLS before the farm station will consider continuing the alliance.

Understood locally that the continued delay of the removal of KYW, the NBC affiliate locally, to Philadelphia is due to the present WLS mix-up. Believed that NBC is stalling the switch of KYW in order to have some local strength should the WLS split become absolute.

At present it appears that WLS will leave NBC, and go indie with its own transmitter or possibly affiliate with the George Storer ABE work, and that the Hearst Herald-Examiner tie-up will switch from KYW to WENR.

## WKBB's 14-Hr. Stretch

Dubuque, Ia., Sept. 10. Station WKBB, Hotel Julien, Dubuque, now on unlimited time through a recent grant of the Federal communications commission, now bills itself 'the voice of the tri-state.' Owned by the Sanders Brothers Radio Corp., W. E. Klausner, Dubuque, is now its president and general manager.

R. B. Martin continues as station manager and contact man. Claire Weidenman is now program director, Edward Palen taking the post of inquiring reporter, with John Price, Indiana, a new acquisition to the announcing staff. H. V. Sullivan is in charge of accounts. The station now operates from 7 a. m. to 10 p. m.

## Perfect Sponsor

Under discussion around the board table was the matter of contracting a band for another season's run. Each director had been asked to express his reaction to the program of the previous season. One fellow, when it came his turn to contribute an opinion, remarked: 'Sorry I've never heard the program. It goes on the air at 10 o'clock, and my bedtime is 9:30.'

In time and talent the cost to this company of the program last season was over \$500,000.

## 2 Conductors for WGN Dance, Classic Bands; Weber New Music Chief

Chicago, Sept. 10. New conductor for WGN, Chicago Tribune station, will be Henry Weber, who was formerly with NBC. Weber will take care of all WGN music besides handling the conducting of classical ensembles.

WGN is now negotiating with several other band leaders to secure a dance orchestra conductor. Station has decided that it's impossible to expect one man to conduct both classical and dance music and will have two men to handle the jobs separately.

## Al Goodman's Alternate

Oscar Bradley will alternate with Al Goodman in conducting the orchestra on the Gulf Reading show for the next 24 weeks.

Bradley did pit duty for the late Florenz Ziegfeld from 1933 to 1932.

## Inside Stuff—Radio

Morro Castle tragedy Saturday (10) resulted in the various eastern broadcasting units entering into a general scramble for news. Claims of being 'first' were freely made and probably all deserved, since no two stations handled the matter the same.

WOL, Newark, broadcast a press-radio bulletin at 6:45 a. m., and seems to have been first in that respect. WOL followed with a similar flash at 7:01. WNEW put through a long distance telephone call to Spring Lake, N. J., and broadcast a question-and-answer conversation between Walton Butterfield for WNEW and Jane Reddington, newspaperwoman. WMCA took mikes aboard the Monarch of Bermuda at 1:12 when that boat, carrying 65 survivors, docked.

Permission was denied WMCA but in the general confusion the stunt was carried through and a long series of talks consuming 40 minutes were broadcast. Majority were with passengers of the Monarch as the Morro Castle victims were still pretty stunned and inarticulate. One daily newspaper rapped WMCA's announcer for his 'night club sociality' in conducting some of the gab on a very solemn occasion.

NBC and CBS broke in constantly all day with press-radio bulletins, many of which were of a rather flimsy substance for interrupting schedules, but so great was the public interest in the nightmare at sea that any stray bit of information was hastily rushed to the mikes. Yet the latest edition of the slogan dinned home constantly on their publisher-edited bulletins.

Members of the Northwest Radio Trades assn. (St. Paul-Minneapolis) which comprises 416 dealers, has started pushing the idea of owning high-powered sets. Body, under guidance of P. J. Brady, pres, has its membership principally in the bigger furniture and department stores, and consequently holds beaucoup leverage on the ad depts. of the daily newspapers.

Not only has the association landed plenty of picture layouts in local rags, but the Minneapolis Journal now lists programs of foreign stations daily. Minneapolis Tribune runs these listings once weekly, in its Sunday edition. Pix with lookers dialing in on Rome or Rio de Janeiro with the femmes pointing out plainly where these cities lie on the dial—have been landing frequently lately.

And it's largely due to the quaint situation that while newspapers generally aren't keen on plugging anything to do with ether, the manufacturers of radio sets are substantial, national, advertisers—and national accounts must be corded these days. So the rags are going for it as a natural trade stimulant, and, needless to say, the radio stations are pushing it plenty.

New York radio circles read with raised eyebrows the examples cited by Henry A. Bellows, now legislative agent for the National Association of Broadcasters, in a release to the press Sunday (9). Attacking the demand for the assignment of 25% of the wavelengths to educational broadcasting as unreasonable, Bellows sought to show that the cultural level of programs had the past year taken a decided boost by pointing to the fact that Paul Whiteman now plays 'classical numbers' and that Grace Moore last Thursday (4) appeared on the Fleischmann show with Rudy Vallee.

Impression among New York broadcasters is that Bellows could have created a better case for the industry by laying off the jazz angle altogether and resorting to more effective illustrations at hand. He could have cited, for instance, the Cadillac series of last season which used the organ of the concert world, the Packard shows with Walter Damronch and guest artists from the same field, Lucky Strike's Metropolitan opera broadcasts and the Chesterfield weekly threesome with Ross Ponselle, Nina Martin and Oreta Stockgold.

American Broadcasting System scouted the industry yesterday (Monday) on the Government's inquiry into the 'Morro Castle' disaster. George Storer's outfit was the only one to have a mike installed at the hearing, with the web carrying the proceedings from start to finish. ABE got still another break from the event. Pictures of the hearing as published by the New York Daily Mirror gave conspicuous display to the web's mikes and call letters.

Among WMCA's accounts that agreed to standby for the inquiry broadcast was Kentucky Winners. Cig packer uses two hours daily on the ABE key, 8:30 to 9:30 p. m.

Dave D. Palmer, vice president of the Central Broadcasting company, operating WOC-WHO, Des Moines, Iowa, 50,000 watts, is one of the youngest executives in the radio business. He is 32, getting his groundwork in the field of radio back in 1922 when WOC was the station here in Iowa, and at the time of crystal outfit and home made sets. Artist talent of the station shows a total of \$1. Five announcers, 12 engineers, 4 sales members and publicists with other office personnel swell the total to 123. In addition there are many others on programs who do not receive remuneration when going on the air.

The red hot election for governor, in California, premeared by the Democratic primary victory for Upton Sinclair, is promising a bonanza for that state's radio stations. Indications, from business already placed, is that more than \$100,000 will be spent to plug the three candidates over the air between now and election day.

KNX is the first station to launch a state-wide straw vote. Tabulation of the vote will be made by a committee of representatives of the three political camps involved.

United States Senator Huey Long, political czar of Louisiana, has again barred the press actively and is using radio to give the public a controlled version of his squabble with the opposition. He is broadcasting over WDSU questions and answers of witnesses called by himself to testify in the vice investigation of New Orleans.

Fred Allen has aroused the ire of the Communist colony around Union Square, New York, because of comedy fibes.

Jesting to which the left wing takes exception was broadcast over the Ipana-Sal Hepation show and has brought forth in the Communist press descriptions of Allen as 'a tool of the capitalists.'

Alfred J. McCosker, president of WOL, Newark, is attending meetings of the program and sales departments regularly since the resignation of his general manager, A. A. Cormier.

## Rob George Young

Minneapolis, Sept. 10. While Dr. George W. Young, owner of WDCY, local independent radio station, was recuperating in a hospital at Walker, Minn., from injuries sustained in an automobile accident, burglars entered his home here and made away with \$1,400 in loot.

A \$1,000 Oriental rug, included in the loot, was recovered in a Minneapolis pawnshop last week. It had been sold to the pawnshop broker for \$10.

## Lyman Sustaining WGN

In B&K Theatre Show

Chicago, Sept. 10.

Alv. Lyman goes on WGN tomorrow night (11) in the regular broadcast of the B. & K. Chicago theatre, where his orchestra is playing this week.

Figures as the first time that a regularly sponsored act on the network has gone on the WGN transmitter through the Chicago theatre broadcast.



**KATIE SMITH**

**wabc**

**columbia broadcasting system . . .**

**wednesday 3-4 P. M.**

**thursday 8-8:30 P. M.**

**c.d.a.t.**

**const-to-coast**

**Management**

**TED COLLINS**

## The World's Most Powerful Broadcasting Station presents

### VIRGINIO MARUCCI, Violin Virtuoso

Virginio Marucci, WLV's genius of the violin and a favorite artist of thousands of radio listeners, is the real-life edition of an *Horatio Alger* story. The descendant of an old patrician Roman family whose lineage dates from the days of Marcus Aurelius, Marucci came to the United States while still a youth to win fame and fortune in the golden melting pot of the Americas. Beginning his career as a roustabout laborer, the embryonic virtuoso worked in various menial jobs. The opera and the symphony were Marucci's only recreation during those days. Finally, while working as a bricklayer's helper in Boston, he began his study of the violin and in a remarkably short time had won for himself fame with his "magic violin."

From the sound of footsteps  
to a symphony orchestra . . .



talent and production facilities cover  
the gamut of radio entertainment . . .













Music Corporation of America, proudly presents  
**THE WORLD'S FINEST DANCERS**

# VELOZ and YOLANDA



"NOW APPEARING IN PERSON"  
 "LIMITED ENGAGEMENT—Starlight Roof"  
 WALDORF-ASTORIA HOTEL, NEW YORK

Maed Lash—Chicago Daily News  
 "ROMANCE IS THE AUTHENTIC  
 CREATION OF VELOZ AND YOLAN-  
 DA, AND THEY CREATE A MARVEL-  
 LOUSLY-POWERTH PORTRAIT OF  
 TWO LOVERS' TALE OF ROMANCE—  
 TWO DREAMS DANCING EACH OTHER  
 AS IF IT WERE TO BE THEIR  
 LAST."

Quentin Reynolds—  
 Collier's National Weekly

"PEOPLE IN THE BUSINESS TALK  
 BE THEY ARE THE BEST DANCERS  
 OF THEIR TIME IN THE WORLD. I  
 OFTEN THINK THAT, BECAUSE AS  
 THEY FLOAT OUT THEIR ACROSS  
 THE FLOOR ON THE WINGS OF LOVE  
 MUSIC, THEY LOOK LIKE TWO  
 WRITERS BEING SWAYED BY A  
 GENTLE BREEZE, AND AS YOU  
 WATCH THEM YOU SOMETIMES  
 WONDER IF THEY ARE SKILL."

Arthur Stevens (Famed Author and  
 Dean of Chicago's Dramatic Critics—  
 Chicago Evening American)

"I DON'T KNOW HOW MANY  
 TIMES I HAVE SEEN VELOZ AND  
 YOLANDA DANCE—BUT I DO KNOW  
 THAT I HAVE NOT SEEN THEM  
 DANCE ENOUGH. . . . THAT  
 THEIR APPARENTLY EFFORTLESS  
 GRACE IS INCOMPARABLE. . . ."

Clark Redenbach—Chicago Daily News  
 "DANCING FOR IMPASSION APPAR-  
 EL TO DANCE THIS TEAM—ALL  
 WE CAN SAY IS THAT IT'S THE BEST  
 WE'VE EVER SAW. VELOZ AND YOLAN-  
 DA DANCE WITH THEIR EYES—  
 THEIR HANDS. . . . HERE IS THE  
 ONE ATTRACTION THAT LIVES UP  
 TO THE BILLING—THE WORLD'S  
 GREATEST BALLETT DANCERS."

Charlie Brown—  
 Chicago Evening American

"DANCING YOUNG SISTERS WITH  
 VELOZ AND YOLANDA ONCE IN A  
 DECADE, THEY HAVE A DANCE  
 TEAM ACHIEVED THE HIGHEST OF  
 INTERNATIONAL POPULARITY AND  
 ALL THEY USE WITH BEING THE  
 FAVORITE OF A DANCE LOVER'S  
 WORLD."

"Variety"

"EVERY NIGHT IN THE HOUSE WAS  
 FILLED AND PEOPLE WERE STILL  
 WAITING ON THE SIDEWALK AFTER  
 THE FIRST SHOW THAT IT  
 WASN'T HARD TO TELL WHY AFTER  
 VELOZ AND YOLANDA WERE INVOLVED  
 BY THE SOUND OF AP-  
 PLAUSE IT RAINED EVERYBODY  
 CAME OUT TO SEE THEM."

**HEADLINED PALACE THEATRE Chicago**

**\* WEEK OF AUGUST 24, 1934 \***

**EQUALLED THE HOUSE RECORD  
 GROSS ATTENDANCE 67,304**

**POSITIVE BOX OFFICE VALUE FOR EVERY THEATRE**

Hotel St Regis  
 Saaglaes  
 Roof  
 76 WEEKS

Central Park  
 Casino  
 65 WEEKS

Embassy Club,  
 Miami, Florida  
 FIVE  
 Consecutive

CHICAGO HERALD EXAMINER Editorial

## Clean Dancing

THE discussion about the necessity for cleaning up indecent motion pictures and indecent literature has grown into a storm.

Indecency in films and literature undoubtedly is having a bad effect upon the community.

However, there is another form of indecency which is having, in another direction, an equally bad effect upon both young and old. This is indecency in dancing. It applies equally to professional dancing in the theater and in other places of amusement. It also applies to improper and indecent floor dancing in dance halls, cafes and other places so generally frequented today by our young people. Some of it is absolutely shocking.

Most of the present day dancers seem to think that to draw applause they have to go through filthy suggestive movements, or that they practically have to strip, or use just balloons or fans as alleged covering.

If these dancers would use their intelligence, they could readily ascertain that the greatest applause goes to the finest and cleanest dancers.

An example of this is found in the appearance of Veloz and Yolanda, the most charming young dancing couple before the public today. Originally introduced to Chicago at the Palmer House and now appearing at the Ches Place, these young people have captured the heart and imagination of the city. In fact, they have become a rage, here as well as in other cities where they have appeared.

It is a matter of pride with them, they explain, that, neither the least suggestive bit of dancing nor the tiniest bit of questionable costuming is ever done by them. They depend entirely on the poetry of clean motion and their remarkable ability as perfect dancers. Every smile and every look that passes between this charming young married pair shows only adoration and respect for each other. Perhaps that is why they get such tremendous applause from their audiences, and why they will probably go on dancing long after some of the filthy dancers are forgotten.

The Herald and Examiner suggests that the filthy dancers take the trouble to see Veloz and Yolanda and learn from the tumultuous applause they will hear that the public still likes cleanliness.

Continental Grand  
 Ambassador  
 Hotel  
 Los Angeles  
 15 WEEKS

Empire Room,  
 Palmer House,  
 Chicago  
 22 WEEKS—  
 Record Breaking  
 Business

Featured in  
 "MANY HAPPY  
 RETURNS"  
 Paramount  
 Picture



# SHEETS UP IN EAST, BUT OFF ON COAST

August took on a bright glow for the sheet music trade. The business was not only way ahead of July, but topped the flow toward the counters for every month since the March slump.

'Love in Bloom' (Pamoun) turned out a robust bellwether for the industry. With the turning point into September, this tune from Pamoun's 'The Love Me Not' was still showing a weekly distribution of 10,000 copies. Last week it passed the 250,000 mark.

For the disc element it was another month of doldrums. Trade is hopeful that the release of Decca's first list will serve as spur to sales. Bing Crosby had the lead by a wide margin over all three major lines with his recording of 'Love in Bloom.' Ray Noble turned out Victor's best bet.

In the sheet alignment for August 'I'll String Along With You' (Witmark), made a poor second. With the end of the month this number had pretty well run its course. Among the runners-up for last month were 'For All We Know' (Point), 'Moon Glow' (Mills), 'Fardina My Southern Accent' (Berlin), 'The Very Thought of You' (Witmark), and the non-copyright 'The Man on the Flying Trapeze.'

## Chi Biz Improves

Chicago. Sheet music business is healthy in this territory without being sensational. August was an improvement over July and the trade has a better feeling all down the line. 'Love in Bloom' was the sky-rocketer of the season, zooming up into first place with little difficulty. In at present far outstripping its nearest competition, doing better than two-to-one over the second best song, 'I'll String Along With You.' 'Bloom' stands out as one of the biggest rock tunes since 'Good Night Sweetheart.'

Not in the list of blue-ribbons, but rising rapidly are 'I Saw Stars,' 'I Only Have Eyes for You' and 'Two Cigarettes in the Park.'

Little excitement in the disc field, with the trade waiting the Decca releases. Oldest item is the revival of 'Hot Lips,' the Henry Busse theme tune, taking the top Columbia spot.

## Cost Slump

Los Angeles. Although the bottom dropped out of sheet music sales herabouts during August, 'Love in Bloom,' popularized by Bing Crosby in 'The Love Me Not,' has been the biggest seller in months. Four of the July leaders continued to hold their pace. These included 'I Never Had a Chance,' 'String Along With You,' 'With My Eyes Wide Open' and 'All I Do Is Dream of You.' 'Cocktails for Two' also continued in demand, with 'The Very Thought of You' and 'Tumbling Weeds' being runners-up.

Platter market was considerably shot, with Columbia failing to come through with any new releases, and turnover of that product being practically nil.

Bing Crosby's recording of 'Love in Bloom' led the Brunswick calendar by long odds, and 'Dust on the Moon,' played by the Eddie Duchin orch., topped for Victor.

With the entry of Decca records in the field, and initial output due here early this month, retailers here, particularly the better grade of stores, are preparing to drop one line of the popular recordings.

## DENNIS FOR BLOO

Mort Dennis from the Rhinoceros Club on Long Island is slated for Le Bijou, East 16th Street, opening soon. Dennis was at El Patio, Palm Beach, a couple of winters ago.

## Kayser in Blackhawk

Chicago, Sept. 10. Ray Kayser orchestra comes into town from the Coast to move into the Blackhawk club spot Oct. 1. Replaces the Hal Kemp Aggregation, which goes to the Hotel Pennsylvania, New York.

# AUGUST MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING AUGUST BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'Love in Bloom'	'Love in Bloom'	'Love in Bloom'
Song—No. 2	'I'll String Along With You'	'I'll String Along With You'	'I Never Had a Chance'
Song—No. 3	'All I Do Is Dream of You'	'All I Do Is Dream of You'	'For All We Know'
Song—No. 4	'I Never Had a Chance'	'With My Eyes Wide Open I'm Dreaming'	'With My Eyes Wide Open'
Song—No. 5	'With My Eyes Wide Open'	'I Never Had a Chance'	'All I Do Is Dream of You'
Song—No. 6	'I Only Have Eyes for You'	'Sleepy Head'	'I'll String Along With You'

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

	BRUNSWICK—No. 1	'Love in Bloom' (Bing Crosby) with Irving Aronson Orch.	'Love in Bloom' (Bing Crosby)	'Love in Bloom' (Bing Crosby)
	BRUNSWICK—No. 2	'You're a Built-Upper, What Can You Say in a Love Song' (Leo Reisman Orch.)	'Moon Glow' (Casa Loma Orch.)	'I Never Had a Chance' (Casa Loma Orch.)
	BRUNSWICK—No. 3	'For All We Know' (When You Were a Smile on Your Mother's Lips) (Hal Kemp Orch.)	'Love in Bloom' (Hal Kemp Orch.)	'Crickets in the Grass' (Ted Fio-Rite Orch.)
	BRUNSWICK—No. 4	'Anything, That's Part of You, Love, Can't You Hear Me Calling' (Guy Lombardo Orch.)	'Sleepy Head' (Mills Bros.)	'Mauna Loa' (Bert Ambrose Orch.)
	BRUNSWICK—No. 5	'The Lonesome Road, 'Goin' Home' (Boswell Sisters)	'Fardina My Southern Accent' (Casa Loma Orch.)	'Born to Be Kissed' (Freddie Martin Orch.)
	BRUNSWICK—No. 6	'Moon Glow, 'You Ain't Been Livin' Right' (Casa Loma Orch.)	'Annie's Cousin Fannie' (Dorsey Bros. Orch.)	'Why Don't You Practice What You Preach' (Boswell Sisters)
	COLUMBIA—No. 1	'I Only Have Eyes for You, 'Born to Be Kissed' (Ben Selvin Orch.)	'Not Lips' (Henry Busse)	'Moon Glow' (Benny Goodman Orch.)
	COLUMBIA—No. 2	'Hot Lips, 'Jealous' (Henry Busse Orch.)	'Moon Glow' (Benny Goodman Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
	COLUMBIA—No. 3	'Rollin' Home, 'The Prize Waltz' (Ben Selvin Orch.)	'Feel That I Am' (Henry Busse Orch.)	'Onyx Breakdown' (Joe Sullivan)
	COLUMBIA—No. 4	'I'm Counting on You, 'I Wish I Were Twins' (Emil Coleman Orch.)	'I've Got a Warm Spot in My Heart for You' (Ben Pollock Orch.)	'Stomping at the Savoy' (Chick Webb Orch.)
	COLUMBIA—No. 5	'Moon Glow, 'Breakfast Bell' (Benny Goodman Orch.)	'The Prize Waltz' (Ben Selvin Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
	COLUMBIA—No. 6	'Stomping at the Savoy, 'Why Should I Beg for Love' (Chick Webb Orch.)	'I Wish I Were Twins' (Emil Coleman Orch.)	'I've Got It' (Jack Fargarten Orch.)
	VICTOR—No. 1	'The Very Thought of You, 'I'll Be Good Because of You' (Ray Noble Orch.)	'The Very Thought of You' (Ray Noble Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)
	VICTOR—No. 2	'Love in Bloom, 'Straight from the Shoulder' (Paul Whiteman Orch.) (Richard Himber Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)	'From Now On' (Isaham Jones Orch.)
	VICTOR—No. 3	'Cocktails for Two, 'Live and Love Tonight' (Duke Ellington Orch.)	'Love in Bloom' (Paul Whiteman Orch.)	'For All We Know' (Isaham Jones Orch.)
	VICTOR—No. 4	'Moon Glow, 'Hatcha Raza Ma Jaja' (Calvin Varney Orch.)	'I Only Have Eyes for You' (Eddie Duchin Orch.)	'The Very Thought of You' (Ray Noble Orch.)
	VICTOR—No. 5	'I Never Had a Chance, 'Dust on the Moon' (Eddie Duchin Orch.)	'An Hour Ago This Minute' (Ray Noble Orch.)	'My Dear' (Jan Barber Orch.)
	VICTOR—No. 6	'Rolling in Love, 'Dances' (Eddie Duchin Orch.)	'Moon Glow' (Cab Calloway Orch.)	'Moon Glow' (Cab Calloway Orch.)

# NIGHT CLUB REVIEWS

## Hollyhock Gardens

Warren, O., Sept. 8

A premiere of the Hollyhock Gardens, one of the most elaborate of Ohio night spots was given to a select crowd. Opening draw due to presence of Estelle Taylor and 'Pinkie' Hunter and his NBC orchestra, popular with Cleveland night club patrons and especially largely for the many Clevelanders in attendance.

Jim Munsone has given this section a club worthy of Broadway. The bandstand has been moved and enlarged. Heavy carpets, a colorful interior with varied indirect lights leading beauty to the situation, a scenic effect of gold, red and green with a background of hollyhocks, larger place, with a new spotlight aiding in the affair, makes the Warren niterie one of the finest.

Hunter, ex-Emerson, Ellite, wields the baton and conducts the show. Estelle Taylor sings most of her allotted time, and it is perhaps the first time in many years of entertaining night club audiences that she has been featured in a town this size.

Margie Dunn girls, Ray Sisters, Niki Lou Norman, and the team of Joy and Lucille round out a most pretentious floor show.

Miss Taylor is getting \$1,250 for her week's appearance at the local spot. Munsone plans to continue the present policy all fall and winter, and occasionally will bring in a big name band attraction.

## EL CHICO, N. Y.

This is one of the metropolitan's truly bright spots, distinctive and distinguished in every degree of personality, management, appointments and catering with one of the most unique wine lists extant and sure-fire in mixing all the authentic Latin country punches, flavors and fancy run drinks. This latter New

Orleans' visiting Varney mugs further endorses through the authenticity of their style they fashion the 'Natche' culture which is peculiarly indigent to N. O.

With this liquid endorsement, plus the obvious palatability of the McCoy Spanish cuisine, Benito C. Colada, who runs the spot, has further enriched the environment via authentic Spanish architecture in the decor of the place—and a Spanish type of show that's not synthetically Castilian or South American but unique in its character and personnel. That the New York's Spanish grandees make this their favorite nite spot is perhaps the best answer.

Outstanding this season is the imported Rosalita de Triana, who sings in Flamenco. She is an authentic Flamenco, that unusual branch of native who, according to Senor Managing Director Colada, is a mixture of Spanish, Arabian and Jewish. Apparently Flamenco can also become risqué, but it is explained that Rosalita de Triana's lyrics are anything but, although the words are less than 50% of her style, for she has an extraordinary personality and vocal-dancing style of delivery which should get her important attention even among the non-erotic natives. Her dancing is likewise different in its manner and equally as important in her artistry.

In order to get her to stop off in New York (this concert artist is en route back to her native Madrid from a South American tour), Colada had also to engage her special punier, Luis Lopez, and her own pianist, Mencho de Torre, a brother of Emilio de Torre, the orchestra leader at El Chico.

The show, as it appears thus far, is more of a concert entertainment than nite club frolicking, which is what makes everything about El Chico unique. Luis Lopez' intricate guitarizing is bound to become the talk of the local niterie bands

string-strummers within the week. The way he tickles those strings will chase all the guitar-members of the A.M. down to Grove street in Greenwich Village for an o.o.

Band in its entirety is another outstander. If Chico has a radio wire that hand is going to become something of a local sensation. They're billed as Emilio de Torres and his Preadors.

Mons. Montes, ballerina; Anita Morales and Lorenzo Herrera, vocalists round out the show, also okay. Herrera also handles those maracas as only a native can, using 'em to self-vocal accompaniment.

Colada is the Spanish Joe Zell among the niterie hosts who m.e. their own show. He has a nice personality in cross-talking with the guests from the floor, and knows how to pace everything to maintain a full evening. El Chico has a \$1.50 (American) and \$2 (Spanish) dinner, but the check will average \$4 a person probably for hanging around all evening. Forget about grabbing a quick dinner and seeing a show in the normal fashion—you'll never make the show. Ask the New Orleans O. M. for details.

## WCAU Booking Clubs

Philadelphia, Sept. 10

Anticipating a big fall season in floor shows, WCAU's artist Bureau has gone strong into the niterie field. With late spot operations under Mammie Mack's direction, bureau has signed the three leading rooms—Anchorage, Ritz-Carlton hotel and the new Ardenia International.

It is expected that studio talent will be made available for niterie bookings as a tie-up to build sustaining artists.

Carl Moore and orchestra open at the Rainbow Garden in Denver Sept. 22. Margie Hanson, blues singer, is the vocalist.

## Geary Theatre, Frisco, as Night Spot Under Kolb

San Francisco, Sept. 10.

With sufficient capital and to have been pledged, Clarence Kolb is going ahead with plans to give the Geary theatre a night club make-over. Seats will be ripped out and tables installed on a terrace effect. Stage will be lowered so that patrons can easily ascend for dancing. Figures that \$100,000 will be spent to ready the spot for a Thanksgiving Day opening. Two orchestras will furnish music. Also tried out will be tub operators. Definite policy will be determined after first of the year.

## Chi Par Club's Show

Chicago, Sept. 10.

Frankie Howard returns his northside Paramount Club to floor show this week, backed through Leo Salik and Al Bordo.

In the line-up are Billy Gray, m.e. Blanton, Dean, Constance Nielsen and Andrews Sisters.

## NEW PRODUCING FIRM

Ted (Staphie Tucker) Shapiro's brother Sol, with Val Vestoff, have opened Delmonico Enterprises to book and produce nite club shows. They will stage the Delmonico Club (N. Y.) revue for Sept. 27 opening. Arthur Price, manager, on publicity.

Dell Coon orchestra has been held over at the Grove, Houston, Tex., for six weeks.

Clark Robinson, relocating the Elks club Brooklyn, into the International Casino & is the Haus Vaterland, Berlin, housing 12 different type restaurants.

## Inside Stuff—Music

Francis Gilbert, of Gilbert & Gilbert, Counsel for the Music Publishers' Protective Association, is running for surrogate of Nassau County, L. I.

Second generation of Tin Pan Alkyvies Buda Tapel son, George, in the Shapiro-Bernstein professional department, and Phil Korsholzer's boy, Bill, dittoing for Famous Music.

Jack Kapp, press of Decca, isn't a musician, yet he is a phonograph recording executive with the rep of having one of the sweetest ears for music in the business. He can tell if a 10th note is every which more than his chief conductor, Victor Young, highly accredited musical maestro and a trained musician, admits he can do.

The Government's suit against ASCAP has put a temporary quietus on the factional fighting within the publisher-director ranks of the Society, some of the malcontents' allegations coinciding with many of the U. S. proceedings filed charges in the complaint.

'Salute,' Broadway musical, gave Milton Berle a chance to break out as a lyricist. He didn't like 'I Got a Right to Mean' as an apt idea for a theme song and so, just before the New York opening, he wiped out both the title and words and using the same melody, wrote 'Just Say the Word'.

Berle was leery about the 'mean' implication, fearing it might leave the show open to ribbing of the put variety from the critical fraternity. Frank D'Armond wrote the score and Shapiro, Bernstein is publishing.

NBC transcription department is seeking from the Music Publishers' Protective Association a special type of license for itself. Negotiations to this end were started last week.

Web does not want to make its royalty payments on the same basis as does the World Broadcasting System. NBC is interested in devising a system that in a single payoff would cover them with the MPPA regardless of the number of records turned out. Network's proposition is to take care of the royalty fees in a single swipe as the series is laid out for production, while the World Broadcasting method is to pay the MPPA as the discs are sent.

Irving Mills last week started on his assignment as recording impresario for Brunswick and its associated labels. In addition to producing stylistic interpretations of the modern musical rhythm, Mills will supervise the bookings of all artists for Brunswick.

Among those coming under Mills' personal direction in the matter of repertory and recording are Duke Ellington, Cab Calloway, Mills Blue Rhythm Band, Benny Goodman, Ina Ray Hutton, Hollywood Sopsans (Alex Hill), Lud Gluskin, Chuck Richards and Don D'Arcy. He will also attend a combo under his own moniker.

In addition to Brunswick these acts will be recorded on the Columbia, Vocalion, Okeh and Perfect labels.

New dance combo that's come up recently via air popularity is in much disfavor with the music pubs, who don't like the band's high-hat attitude about playing new tunes.

On the other hand Vallee is still the song pluggers' delight because Vallee will believe a publisher who insists that he (the pub) is staking his catgut on this No. 1 plug song. Vallee has been known to state that if a music firm will stake its destinies on a certain piece of song material becoming a hit, he's willing to play along with the publisher and give it a ride just to co-operate. Vallee has sometimes done that and found that his original subconscious about some song was in error and the publisher's hyper-enthusiastic judgment (always a stock in trade) was right for once.

## The SHOREHAM

Connecticut Avenue at Cabot Street,  
Washington, D. C.

Dear Mr. Sanford:

I wish to take this opportunity of writing to express my appreciation of the production you arranged for The Shoreham.

I do not hesitate to say that it was the most excellent entertainment we have had here at The Shoreham; in fact, I think it was the finest floor show to be presented in Washington.

Looking forward with pleasure to doing business with you again, I am,

Very truly yours,  
*Richard Moore*  
Manager

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NEW FALL SHOW, October 1st  
SHOREHAM HOTEL, Washington, D. C.  
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(Executives in Charge of Radio)

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**Batten, Barton, Durstine & Osborn, Inc.**  
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Arthur Pryor, Jr.  
Herbert Sanford

**Bentley & Bowles, Inc.**  
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R. M. Rutherford

**Blow Co., Inc.**  
321 Fifth Ave., N. Y. C.  
Milton Blow

**Blackett-Sample-Mummett, Inc.**  
124 Park Ave., N. Y. C.  
Frank Hummer

**Blackman Co.**  
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Carla De Angelis

**Casil, Warwick & Casil, Inc.**  
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**Erwin, Wassy & Co., Inc.**  
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Charles Cannon

**William Esty & Co., Inc.**  
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Martin Horrell

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Gregory Williamson

**McCann-Erickson, Inc.**  
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Dorothy Barstow

**Dale Brown**  
Novell-Sennett, Inc.  
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**Peck Adv. Agency**  
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225 Madison Ave., N. Y. C.  
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Jack Davidson

New colored revue going into the Florida club, underneath the Mayfair theatre, N. Y., headed by Joao Cryer, Mabel Scott, Rubberlegs Williams, Roland Holder, Bill and Eddie, Lula Maye and Cass Carr orchestra.

At Kewlin extended at the Lexington hotel, N. Y., until Oct. 19, with WABC week continuing.

Jimmy Rodgers opening at La Bijou cafe, N. Y., with Bill O'burne's Troubadours.

## Radio Chatter

(Continued from page 367)

dramatizations over WMAC to build up interest in a new feature, 'Hollywood Unmasked.'

Alice O'Leary, WNAC songstress and winner of the 'Hollywood Hotel' regional contest, being held over for a third week at Loew's Sign theatre. Carl Moore at the piano as usual.

Norman Clothier and the Merry Madcaps, broadcasting over the Blue network from WTIC, Hartford, have recorded their first disc for Brunswick. The recordings are 'Flirtation Walk,' composed by Alley Weibel, now with Warner, and formerly a member of the band, and 'Convention Girl' from a forthcoming musical movie. Orchestrations for the discs were written by Don Bonnell. Vocal choruses were by Fred Wade and Ed Smalle's Lead-ers Trio.

Otto Neubauer, WDRC, Hartford, orchestra leader, directing juvenile band for future broadcasts.

WTIC, Hartford, studios now under construction, with a capacity of seven large studios with modern equipment will be completed within a few weeks.

WTIC, Hartford, announces it will go 2,550 watts after October 1, in increase of 1,500 watts over previous power.

Jerry Mohr, WTIC announcer, ill. WTIC, Hartford, holds one of the largest bass players in America. He is Herbert Beriman, and carries 345 pounds of weight, being six feet and six and a half inches tall. The foundations of this bulk of humanity are increased in size 14 shoes.

It has been learned that Jay Ray, veteran thespian on WTIC, Hartford, made his professional debut with Modjeska at the age of five center years.

Joan Talcutt, who recently won a New England prize in a national singing tournament, has returned to WDRC, Hartford.

Announced first anniversary of WAIL, Providence, an member of NBC, given a birthday salute on 'Cheerio's' broadcast originating in WEA's studio. Rush Gilbert, substituting for Cheerio, did the celebrating.

Ted Morio, ex-program director at WTIC, Providence, and WRRH, New Bedford, is now in Hollywood.

## Maryland

Ed Ballard auditioning for Hammond Brown, Balto News-Past either ed, while Brown vacates.

Ed Gary has changed his ether-working tag Dan Riccarda, as he starts new warbling series over WDAE, Baltimore.

Miss Kemper, addition to WFER staff, conducting self-devised program, 'Bally at Switchboard.'

Water Linthicum, announcer at WBAE, on vac.

It's getting so it's tougher to get in to see Burnell than it is to get a Vatican audience.

Nancy Turner in N. Y. attending Fashion Congress.

Bob Maslin shuttering his Cape May cottage for season.

Furnell Gould adopting cheaters, reading only.

Lou Aarzel auditioned for Hammond Brown on 'Globe-Trotter' chore when latter vacated.

Ed Hupp, 465 guitar, the guitar chore over WFER, Lakewood Hill Bld, NBC baritone.

## Kentucky

George Patterson has replaced Merle Tucker on WAVE's announcing staff. Tucker's new connection is WLAF, one of the two other Louisville outlets.

WAVE opens studios tomorrow (Wednesday) across the river in New Albany, with the Indiana theatre building the location. Station will carry 30 minutes of the Indiana's stage show each Wednesday as well as a program from the New Albany studios each Saturday.

## Ohio

Joe and Harry, from Cleveland signed for two appearances daily 2:30 a. m. and 7 p. m. over Station WUAB.

George Moore, commercial manager of WCKY, Cin., vacated by leaving that station at Mackinac Island, Michigan.

Barley Schroeder, p. a. for Crosley's WW and WSAI, Cincinnati, is taking his vacation pleasure.

Billy Currier, blues singer on WCKY, Cincinnati, banged up in auto smash with hubby.

Charles Tompkins, chief engineer of WCKY, Cincinnati, back from visit with radio engineers in Washington and N. Y.

Charles Reel, on dramatic staff of Crosley's WLW, Cin., made press bow at 14 as office boy in a D. W. Griffith comedy short, went from movies to legit and took to air in '23.

Bob Thomson, concert conductor, back at WLW, Cin., after several weeks' vacation.

Wench roles of Lillie Tilus and Mrs. Emma Potts in 'Monkey House' series of comical songs-on in a mythical Dixie village, aired daily except Sat. and Sun. on WLW, Cin., are filled by Hob Drake and Jimmie Scribner.

Al Benson, tenor, new on WLW, Cin., recently rodegator at superintendent of water works of Canton, O., to get in radio.

Glen's Hurrell's ork, in second summer season at Netherland Plaza, Cincinnati, routing through WLW for 'Nite' 15 minutes waving on Thursday afternoons.

## Omaha

Russell Baker back in this time at the mace at WQOW.

Dee Dirks and Hoss Deight on tour from Lincoln talking with John Hines on his at KOHL, Omaha.

Al Bates and Ed Butler planning a trip to the mountains for a brief respite.

Embellie Dickason and hubby Kerle Stowe off to the mountains for combined vacation-honeymoon.

June McCune of WQOW and spouse rushing into Chicago for the Labor Day interlude.

Harriet Harris of the KOHL-KVAB continuity staff long enough to take her mother to a Century of Progress.

Harold Fair of the Ideal & Jacobs office away traveling on his.

## Pennsylvania

Karnie Stanahola, program director for WGLA Lancaster, and concert organist, always smokes a cigar while playing his pipe organ programs.

Chf. Grey, WGLA, hilariously and carnival promoter, staged a postcard shower for himself on Friday (7). (Chf. announced Thursday that he'd be a year older, 24 in he exist, on the horizon and between 250 and 300 listeners sent greetings.)

Old Bill Bailey, station director of WKYC, getting primed for fall football broadcasts with new book at Williamson Field, P. and M. College stadium.

Morton Downey may miss the (Continued on page 49)

Bill Thurling New York

**JOE REICHMAN**

and his superb orchestra, currently at New Yorker Hotel, and broadcasting via WABC.

The band remains a bit better - it kept playing hits - for example:

"I SAW STARS"

"A NEW SONG IS BORN BY ROULETTE"

"WHAT ABOUT ME?"

"LOST IN A FOG"

**ROBBINS**  
MUSIC CORPORATION  
799 SEVEN AVENUE  
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## GRAND OPENING

In PHILADELPHIA with

**GUY LOMBARD**

And His ROYAL CANADIANS

The finest, liveliest restaurant in the country will be opened in Philadelphia on September 19, featuring Guy Lombardo in person, and a top-notch floor show. Make reservations at once.

**ARCADIA** THE INTERNATIONAL RESTAURANT  
CHESTNUT STREET, Below BROAD, Philadelphia

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FAGGED OUT?

MISS HELEN HICKS rose to the supreme heights of golf to win the women's championship of the United States—defeating the 3-time U. S. champion and the champion of Great Britain on two successive days. A frequent smoker while on the fairways, Miss Hicks has learned how to guard against fatigue. What she has to say on this subject will be of interest to every smoker.

**"Get a LIFT with a Camel!"**

## HELEN HICKS tells her way of regaining youthful energy!

OFFICE MANAGER, John W. Groat says: "I smoke Camels steadily...all day long...and I never even have to think of jangled nerves."



THURSTON RYAN, Killworth Vines, Jr. says: "Camels have a refreshing way of bringing my energy up to a higher level. They take away that tired feeling."

OLYMPIC DIVER, "When I'm tired," says Georgia Coleman, "I smoke a Camel and soon feel like myself again. I like their mildness and different flavor."



"The strain of championship golf puts a tremendous tax upon your energy, mentally and physically," says Miss Helen Hicks. "I often find that I'm absolutely exhausted at the finish. But I can always restore my energy quickly with a Camel. For you get a delightful 'lift' with a Camel. And it's a 'lift' that I enjoy often, as I find I can smoke Camels constantly without a sign of jangled nerves."

Every rôle in life has its times of strain. Every day has its many moments of depleted energy...uncertainty...self-distrust... "low" spirits. So why not turn to Camels yourself... for more smoking enjoyment and to offset fatigue and irritability? Thou-

sands of experienced smokers have found for themselves that Camels give a delightful "lift." And science definitely confirms what they report.

Camels are much milder—made from costlier tobaccos. Smoke all you want—Camels never get on the nerves.

### ALL TOBACCO MEN KNOW:

"Camels are made from finer, More Expensive Tobaccos—Turkish & Domestic—than any other popular brand."

**Camel's Costlier Tobaccos never get on your Nerves!**

